

CATALOG "A"

# BROWN FENCE And GATES

**Sold Only Through  
Uncle Sam's Mail-**

DIRECT  
FROM  
FACTORY

WE PAY  
THE  
FREIGHT

The **BROWN FENCE & WIRE CO.,**  
CLEVELAND, OHIO.





### My personal guarantee to you

**WE** HAVE been in the fence and wire business for nearly 35 years; have sold 25,000,000 rods of Brown Fence to half a million people; have always played fair with our customers and do not intend to change our policy now.

More than 125 publications take our "ads" (see pages 4 and 5). That in itself is a pretty good endorsement of our reliability. These publications know we do as we claim. They won't stand for anything except the strictest honesty in all dealings with their subscribers.

We guarantee that you will be satisfied with whatever you purchase from us, or we insist that you write us and we will see that your claims are immediately adjusted to your entire satisfaction.

This is the kind of a guarantee that beats all the "30 day trial" offers ever made. We make you the judge of Brown fence quality and you can take **your own time** for the trial. You know you can't tell much about a fence in 30 days, and we know it too. That is why we do not limit you to any set number of days, weeks, or months in which to decide whether or not Brown Fence is satisfactory to you.

I ask you to hold me personally responsible for every statement made in this catalog, and for the guarantee as printed above. I want you to be a booster for Brown Fence and will do everthing reasonable to make you one.

Here is my hand on it.

*Jim Brown*

President.





## Where to find what you want in this book

This is the most complete fence and wire catalog ever published in the interests of farmers. It includes a fence for every purpose and prices to meet every farmer's purse.

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JOHN SHERWIN President  
THOS H WILSON Vice President  
A B MARSHALL Vice President  
J R KRAUS Vice President  
CHARLES E FARNSWORTH Cashier

CHARTER NUMBER 3

CAPITAL \$2,500,000  
SURPLUS \$1,500,000.00

EUCLED AVENUE  
CLEVELAND

JOHN R DEARY ASST CASHIER  
JOHN H CASWELL ASST CASHIER  
HORACE R SANBORN ASST CASHIER  
S A BRUCE ASST CASHIER

June 13, 1914.

Mr. Jas Brown, Pres't.,  
The Brown Fence and Wire Co.,  
City.

Dear Sir:

We are in receipt of your request of the 17th inst.  
asking our permission to refer to this bank as to the character,  
reliability and integrity of your officers, as well as the financial  
responsibility of your company.

We have always entertained the highest regard for yourself  
and your company, and it will afford us great pleasure to answer any  
inquiries received by us, and we will have no hesitancy in stating  
that we believe any orders given your company will be delivered  
promptly, and receive fair and honorable treatment, this policy being  
the keynote of our success.

Very truly yours,

*J. R. Kraus*  
Vice President

JRE

## O.K.'d by the Banks

As evidence of our financial responsibility and integrity, we submit these letters from Cleveland banks who have known us and have had dealings with us for a great many years.

You may also ask your banker to look up our rating in Dun's or Bradstreet's Commercial Books.

You will find that we are thoroughly trustworthy and you need have no hesitancy about dealing with us.

## The Cleveland Trust Company

CAPITAL AND SURPLUS \$5,000,000.00

F H GOFF President  
SAMUEL MATHER Vice President  
A G TAME Vice President  
E B GREENE Secretary  
E E NEWMAN Asst Secy  
I F FREIBERGER Asst Secy  
E L MASON Asst Treas  
C L KING Treasurer  
E B PERKINS Vice President  
A R HODR Vice President  
D T WHITE Vice President  
H D KING Treasurer  
A L ASHMUS Asst Treas

CLEVELAND, O. June 22, 1914.

To Whom It May Concern:-

The Brown Fence & Wire Company, to whom this letter is given, has been engaged in the manufacture of wire fencing in this city for a number of years and has been a valuable customer of this company

We consider that the gentlemen managing the company are of good standing and business ability and we believe that any one desiring to do business with them may feel assured of fair and satisfactory treatment

Very truly yours,

*H. D. King*  
Treasurer.

H D K 35



## OTIS & Co.

MEMBERS - NEW YORK STOCK EXCHANGE  
INVESTMENT BANKERS  
CLEVELAND.

June 16, 1914.

TO WHOM IT MAY CONCERN:

The Brown Fence & Wire Company of this city are large manufacturers of wire fences. We have known this company favorably for some time past and are well acquainted with the president, Mr. James Brown.

We are satisfied that they are reliable people who accord their customers fair and honorable treatment. The company is well known and enjoys an excellent reputation in this city.

Yours truly,

*Otis & Co.*

CAC:MKR



# O.K.'d by our customers

Read these remarkably interesting letters from our customers in many parts of the country. Note what they say about the things you would like to know in regard to Brown Fence. See how these letters answer your questions as to the strength and rust-resisting power of Brown Fence.

We are mighty proud to print these letters here and many others further on in this book. But it is impossible to reprint ALL of the enthusiastic letters our customers have sent us. Write me and I will give you the names of some of my customers in your state—perhaps some in your county—or in your neighborhood.

## Beats Other Fence on Quality and Price.

"I placed an order for 90 rods of poultry fence with your firm and have received the same and have it nearly all up, and must say that I am well pleased with it. Some of it is put up as a line fence, and the man who owns the other half likes it very much. He has some of another make that cost more before it was put up than your fence cost me all put up, posts included. His has been up for three years and is very rusty now." M. B. Chaplin, West Oneonta, N. Y.

## Orders 100 Rods More.

"Please ship to me by freight prepaid to Board Tree, W. Va., five 20 rod rolls of your No. 726-13 Hog Fence. I have used your fence for about six years and can cheerfully say that I believe it to be the best fence on the market. I enclose check to cover cost of this shipment." S. L. Long, Littleton, W. Va.

## Brown Fence Will Not Rust.

"I am sending you an order for more wire. I bought some wire from you four or five years ago and it has given me perfect satisfaction. It has not rusted the least. One of my neighbors bought some at the same time from another wire company and his is all rusted, while the wire I bought from you is as bright and clear of rust as the day I received it. I like the Brown Fence because it will not rust." Parker Pruitt, Girdletree, N. D., R. F. D. No. 2.

## Saved 15 Cents a Rod.

"I have put up the fence you shipped me some time ago, and I find that there is no sag or kinks in the fence yet. A neighbor of mine came over to look at the fence and he supposed that a fence like that would cost 40c per rod. When I told him that the cost was only 25c per rod, he said he was very sorry that he had not heard of your fence before. The Brown Fence is the best, cheapest and most durable fence a man can buy. I am more than satisfied." Daniel Huy, Rt. No. 7 Sta. B., Columbus, O.

## 10 Cents a Rod Less Than Dealers.

"Received the 40 rods of 4-foot poultry fence last week and am very well pleased with it. One of my dealers here looked at it and claimed he got 50c a rod for a 4-foot fence. Well, the Brown fence only cost me 40c, so I guess Brown means what he says. I will need more fencing when I get in better shape." J. C. Ehlers, R. F. D. No. 7, Lincoln, Neb.

## Father Now Wants Brown Fence.

"The fence I got before is in good shape now, and I cannot find any rust on it yet. My father got 30 rods of another company two years ago and it is all rusty now, and he paid more per rod than you are asking; so, hereafter, he says when he wants fencing he is going to get the Brown Fence, same as me." Chas. H. Hudson, Veedham Heights, Mass.

## All Surprised At Low Price.

"I got the wire fence sent me and it came in good condition and I am well satisfied. I got the fence put up and it looks fine. I put 30 rods by the side of one of the largest wagon roads in the country. Several farmers passed while we were putting up the fence. They all stopped and examined the wire and thought well of it, but seemed much surprised at the low price. I am a Brown Wire Fence Booster now." James Harlin, Waterloo, Rt. No. 5, Ill.

## In Use Six Years, No Rust.

"Your catalog and samples at hand and will say in reply that I bought some fence from you about six years ago and it proved to be all right. It has not got a rusty place on it yet. I am not ready to order now, but will place an order in about 30 days, if nothing prevents." Mark J. Ritchey, Lincolnton, N. C.

## Brown Fence Beats Eight Others.

"I have been talking your fence to my neighbors about its wearing qualities, as I can show them on my farm the difference on account of rust. The Brown beats them all. I have eight different makes and all others have rusted more or less, some very bad." John Condon, Hume, Ill.

## Tests Six Kinds of Wire.

"Your catalog with check, etc., received. Have made the test with six different makes of wire. I find but one wire that equals yours, but none excelling, so far as galvanizing is concerned. I have used about 600 rods of 48-inch fence last year and will likely send you an order soon for some yard fence and possibly some farm fence and gates." H. J. Pickell, Maquon, Ill.

## Will Last Three Times as Long.

"I purchased some fence from you about three years ago and I wish to congratulate you on the quality of your fence. I have it alongside of two other makes and both have about rusted down. I do not see any signs of rust on your fence. We have several makes of fence in our neighborhood, but your fence will last three times as long as any of them." Levi L. Walton, Moorestown, N. J.

## Nine Rolls, Seven Years, No Rust! Read This!

"We used nine rolls of your fence seven years ago, and there is not a rust spot on it, while another make, put up since, is full of rust; so we are in position to give you the highest credit. We have 16 rolls of your fence now in use and hereafter it will be all Brown Fence." Edwin F. Huber, Dendron, Va.

## Saved Him 11 Cents Per Rod.

"I received my wire and I like it fine. It costs a little less than 25c per rod to get it to my home, while others sell the same wire at 36c per rod. That is saving about 11c per rod. I am to order more after a while, and there are several others in my neighborhood that talk of ordering." John M. Cole, Albany, Ky.

## In Use Six Years, Good as New.

"I have about 40 rods of your fencing that I have had up about six years and it is as good as it was when I put it up. Your wire is just what you claim it is, and I would rather have it than any I have ever bought yet, and you are sure to get another order when I get ready to buy some more fencing." A. B. Holland, R. F. D., Whitwell, Tenn.

## Old Time Customer Doesn't Need Sample.

"You need not worry about the fence sample; it came safely, but thought it no use to make the test, as it is not the first sample received. Six years ago, while living in Barry county, near Cassville, on a big farm, I ordered a lot of your fence and know from using it that the fence is O. K. Have been showing the sample to neighbors and expect to send an order in the near future." Wm. D. Leighty, Jasper, Mo.





## O. K.'d by the Publishers

We advertise regularly in more than 100 publications. Practically all of them guarantee their readers against loss through any advertisement appearing in their columns. The fact that they solicit and gladly accept our advertising is ample proof that we treat our customers fairly and squarely. Below, you will find a few of the many appreciations sent to us by the publishers of America's greatest Farmers' Publications.

### From Farm, Stock and Home.

Gentlemen:—"We take great pleasure in stating that you have been a user of the columns of the Farm, Stock and Home for a great many years, and both your goods and business methods must have been satisfactory to all of our subscribers who did business with you, for we have never had a complaint on either account."

### From Farm Journal.

Gentlemen:—"It gives us pleasure to say that our business relations with you for the past eleven years, during which time you have advertised with us, have been entirely satisfactory. We presume you have received your full share of business from Farm Journal readers, and this business has been conducted to the satisfaction of our readers and ourselves alike."

### From American Poultry Advocate.

Gentlemen:—"You have advertised with us for several years and during all that time we have never had any complaints from our subscribers, which goes to show that you must treat them right and give satisfaction. We have always considered

your concern to be reliable and responsible, and that our subscribers would save money by buying direct of the manufacturer instead of through the dealer."

### From Successful Farming

Gentlemen:—"The records of our complaint book bear evidence by the absence of entries against you that our readers are satisfied with your treatment, and the very fact that we carry your advertising is evidence that we ourselves believe in your honesty, as we couldn't afford to guarantee anybody who wasn't honest. Our experience has been that if any advertiser fails in any way to give a square deal to our subscribers we hear of it very promptly, for our readers rely strictly on our guarantee."

### From Southern Ruralist.

Gentlemen:—"We wish to say that during the past number of years we have carried your advertising, we have not received a complaint as to the dealing with our subscribers. Your advertising has been good, clean copy and such as we have taken no hesitancy in using in our columns. Wishing you continued success."



**FARM PROGRESS**  
 United States & Canada  
 Vol. 10, No. 1, Jan. 1, 1914

**MICHIGAN FARMER**  
 AND LIVE STOCK  
 PUBLISHED WEEKLY  
 The Only Weekly Agricultural, Horticultural & Domestic, Vol. 17, ALBION, MICH.  
 Making Better

**THE BREEDER'S GAZETTE**  
 Established 1856 "The  
 FARM NEWS

**AMERICAN GRICULTURIST**  
 JULY 18, 1913

**Southern Agriculturist**



Paid to Prepare Corn Land—Page 2  
**SOUTHERN FARMING**  
 Vol. 1, No. 1, MARCH 26, 1913

**FARM NEWS**  
 MAY

**THE PROGRESSIVE FARMER**  
 AND SOUTHERN FARM GAZETTE  
 CARE AND FEEDING OF FARM BIRDS—Page 5

**THE SOUTHERN PLANTER**  
 THE LEADING AGRICULTURAL JOURNAL OF THE SOUTH  
 SUBSCRIPTION 10 CENTS PER YEAR

## O.K.'d by More Publishers

It is with a great deal of pleasure that we reprint below a few more letters from prominent publishers throughout the country. We have also shown on these two pages illustrations of a great many more publications. We have received letters from them all, endorsing us and our methods of doing business with their subscribers, but lack of space prevents our printing all of these splendid letters.

From publishers of Farm & Home, Orange Judd Farmer, New England Homestead, American Agriculturist, Southern Farming and North-West Farmstead.

"Our publications have carried your advertising for a number of years and in all that time, the writer doesn't recall any complaint against your company, and, turning to our complaint file, we do not find one single complaint from any of our subscribers against your goods or your company.

We want to compliment you on what would apparently seem the satisfactory manner in which you deal with your customers. We certainly feel confident that every subscriber of our papers could deal with your concern in perfect safety."

Phelps Pub. Co.  
 From National Stockman & Farmer and Farmer's Review.

"It is a pleasure to inform you that after so many years of continuous use of the National Stockman & Farmer and the Farmer's Review we have yet to find the first subscriber who has made any complaint either as to the material which you have sold them or your method of doing business.

As you know the National Stockman & Farmer and the Farmer's Re-

view guarantee their subscribers against loss through dealing with its advertisers, and it is with pleasure we have always entered your order for advertising because we felt that our subscribers who might deal with you would get a "square deal."

We feel confident no other fence company in the country are doing a more legitimate business.

Wishing you the success which your open, fair and square methods of dealing so richly merit, etc."

From the Progressive Farmer.

"One result occasioned by the policy adopted by the Progressive Farmer several years ago of guaranteeing the reliability of all our advertisers, is the habit our subscribers have of reporting to us when they feel that they haven't been treated fairly by an advertiser.

I am pleased to say, that during the many years you have been advertising in the Progressive Farmer we have not received a single complaint against the Brown Fence & Wire Co.

This fact alone we regard as pretty good evidence that you are giving our subscribers a square deal."

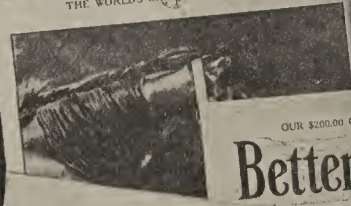
**FARMER**  
 Devoted to Farm, Stock and Dairy

**FARMER**  
 APRIL 10, 1913

**MISSOURI RURALIST**  
 A JOURNAL FOR MISSOURI FARMERS AND BREEDERS

**UP-TO-DATE FARMING**

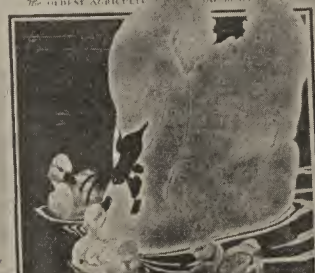
**THE NATIONAL STOCKMAN AND FARMER**  
 THE WORLD'S GREATEST FARM PAPER



**Better Farming**  
 OUR \$200.00 CORN OFFER! See Page Nineteen

**THE DAKOTA-FARMER**  
 AUGUST 1, 1913

**The COUNTRY GENTLEMAN**  
 THE GENTLEMAN'S JOURNAL





# The Story of a Farmer's Boy Whose Fence Now Girdles the Globe

**Y**OU want to be sure, if you buy Brown Fence, that you pay absolutely the lowest price, and yet get fence that will outlive, in years, any other fence you can buy. You want more than mere statements to this effect. You want proof, and you are entitled to it.

You want to know **how—why—**Brown prices are so low, despite the quality. This story of the Brown business, told by James Brown himself, gives you the kind of evidence you want.

\* \* \*

## By James Brown

I was born and raised on a farm, and, like most farmer boys, I started out with no business education, except such as I got later in the University of Hard Knocks. But I learned one thing as a farmer's boy, to which I attribute the phenomenal success of the Brown Fence business. I learned the farmer's point of view; I learned what the farmer needed and wanted.

Up to the present time, over 400,000 people have bought over 25,000,000 rods of Brown Fence. Since the earth is only 25,000 miles in circumference, the Brown Fence that has been used—if it were placed together—would go **three times around the globe**—and then some would be left over. In fact, the Brown Fence that has been bought would actually reach almost **one-third** of the distance to the moon, which is 238,500 miles from the earth!

Now, I mention these staggering figures simply to point out that there must be something remarkable about Brown Fence—for so much of it to be bought. You know—as well as I—that the farmer is by far the shrewdest buyer there is. When 400,000 farmers buy 25,000,000 rods of one make of fence—and write such letters about it as you will find elsewhere in this book—the pre-



sumption is that it is the cheapest and best fence for you.

But let's ignore even this—let me tell you exactly **why** Brown Fence costs so much less than any other of equal quality—even less than fence which is far inferior.

## How I Came to Manufacture Brown Fence

It was 33 years ago that I left the farm to go into the fence and wire business.

First, I sold fence and wire as a salesman "on the road", and I saw how salesmen's commissions were added to the price of the fence. Then I worked in fence factories, and my eyes were opened to the ways in which wasteful methods of manufacture made fence prices high, and fence quality poor. Then I became a dealer myself, selling fence to farmers, so that I learned what profit the dealer had to make merely to keep alive. Then I became a jobber, selling to dealers, and I learned, too, what big profits the



jobber had to make. Finally, I determined to manufacture fence myself. For it was plain that a tremendous opportunity awaited a manufacturer who would cut out all middlemen's profit, and reduce—by scientific manufacturing economies—the cost of manufacture.

### **You Save the Middlemen's Profits**

From the very first, the reason for our low prices and for the tremendous sales of Brown Fence, have been no mystery. **You** can understand them—**anybody** can—who knows the first principles of business.

Reason No. 1 is that we sell direct from the factory. Dealers, jobbers, salesmen are positively unnecessary in the fence business. Why should **you** pay the dealers' and jobbers' profit, and the salesmen's commission? By cutting out these middlemen's profits, from the very first, we undersold all other fence manufacturers.

Right from the start this resulted in a huge business, which has kept on increasing in volume, until—as I have pointed out—the enormous total of over 25,000,000 rods of Brown Fence have been sold. Now, this great volume of business enabled us to make prices still lower—and **you**—all Brown customers—get the benefit of it.

### **Large Sales and Small Profit vs. Small Sales and Big Profit**

Because we do such an immense business—the largest of its kind in the country—naturally we buy raw materials in larger lots, we are, therefore, able to take a smaller profit **per rod**. It is the old story of preferring large sales and small profit on each sale, instead of small sales with a large profit.

Moreover, this tremendous business has enabled us to make wonderful economies in manufacture. In our big factories, turning out fence day and night, every scientific economy is taken advantage of. Every one of the usual profit leaks is effectually plugged. Our "overhead expense" is kept at a minimum, because our factory is always busy, summer and winter. Our employes have steady work, which they appreciate. We pay good salaries, which is an inducement for

them to give us the best that is in them. They are a healthy, happy, contented lot—so much so that we have never had a strike or disagreement in our factory.

### **Why Brown Fence Costs Less to Manufacture**

Our machines, too, are marvels of economy and manufacture. Here is a simple example: Our weaving machines are equipped to weave three fences at the same time. Yet the cost for labor, power and other items is the same as though the machines wove only one fence.

We economize, in this way, on everything—except on material. That must be of the very highest standard in every detail. If not, we never use it. Yet that policy, too, is economy—for it absolutely **insures** quality, and in my 33 years' experience I have learned that there is only one basis upon which any permanent business success can be built—that basis is **quality**.

### **The Final Proof**

Now, I have told you plainly and straightforwardly why and how Brown prices are so low. But you may have some lingering doubt. You may want still further proof.

Well, the most conclusive proof I can wind up with is what my 400,000 customers say. I ask you, therefore, to read what farmers themselves—men like you—say about Brown Fence. Read what they say about its long life. Read what they say about how much money it saved them. Read what they say about its rust-resisting qualities.

You can go further than this, too. Compare our prices with those you pay at the dealer, and with those quoted by other manufacturers. In every case you will find—grade for grade—that Brown Fence costs less than any other.

Finally, remember my guarantee. If, after you buy Brown Fence—after it is delivered to you—you are dissatisfied in any way, either with price or quality, you have my assurance that your claims will be immediately adjusted. I stand back of every rod of Brown Fence, and I want every man who buys from me to be convinced that he is getting better fence per dollar than he could get from any other source.





## We Prepay the Freight—Why.

**W**E PAY the freight on every order for 40 rods of Brown Fence or more, for the following good reasons:

It makes the prices quoted in this catalog absolutely final to you. You don't have to figure what the freight will be. You have an **actual** price to compare with the dealer's price. You **know**, to a penny, just what Brown Fence will cost you. You can see right off how much you save by buying direct from Brown's factory.

Because of all this, we are certainly justified in warning you whenever you look over other fence catalogs, to note carefully whether or not **the freight is prepaid** or whether **you** must pay the freight when your fence arrives. It means a great deal of difference in the price you ultimately pay.

### The "Joker"—F. O. B. Prices

In some fence catalogs you find the prices quoted "F. O. B." This means **you** pay the freight from the place of shipment to your nearest station.

Now, because these manufacturers don't pay the freight, the prices in their catalog sometimes **seem** lower than they are. But if you add the freight charges which **you** pay, you would see at a glance that their **true prices**, at your nearest railroad station, are much higher than the catalog would lead you to believe.

The sensible thing for you to do, if you want to buy at the best prices, is simply this: Before you buy a rod of fence from a manufacturer who quotes "F. O. B." prices, find out what his prices amount to with **the freight bill added**. Then compare that price with what Brown asks for fence, freight prepaid, on 40 rods or more.

To show you how F. O. B. factory prices are often misunderstood by fence buyers, read this letter I received from Mr. H. H. Jackson,

of R. F. D. No. 6, Gallatin, Tenn. Mr. Jackson says:

"I was induced to send my first order to ..... Fence Company on the ground that it was just as good as Brown Fence and a little cheaper. I find, after I paid the freight, my fence cost me 4 cents a rod more. I will not be fooled again—you will certainly get my next order. There is a vast difference in a freight-paid proposition, as I have found out."

### Why People Don't Want to Bother About Freight Charges

The routing of freight and the figuring of rates requires an expert knowledge of rail-roading. Many shipments go over two or more roads, and a man must be an **expert** to know which route is the cheapest and fastest.

Often the shipment must be transferred from one road to another, and in many cases the freight charges are accidentally **doubled** in this way.

Now, when the manufacturer doesn't pay the freight, he need not employ a rate expert to take care about routing your fence. He isn't going to stand the bill—you do. So often you have to pay higher freight bills than you should—without your knowing the difference—and naturally this adds **more** to the cost of your fence.

It is entirely different with Brown Fence. Our rate expert, one of the best in Ohio, has been shipping fence for many years. He is here to guard **our** interests. We—and **not** you—pay the freight, but since his job depends on sending your fence by the quickest and shortest way, you can be mighty sure he does it in every case.

### The Square Deal Policy

The only Square Deal Policy for a fence manufacturer is to prepay the freight, as we do. You then know, to the penny, what your fence will cost. You can compare our prices in the open with all others. You save money. And you are not deceived into paying more than you should by F. O. B. factory quotations.



# Brown Fence Girdles the Globe Three Times! What This Means to You

**O**VER 25,000,000 rods of Brown Fence have been bought; that is, over 78,000 miles.

Now, the whole earth is only 25,000 miles around at the Equator. So all the Brown Fence that has been bought, if placed in a straight line, would go **three times** around the earth, and then some.

In fact, this straight line of Brown Fence would actually reach one-third of the distance to the moon—which is 238,500 miles away from the earth. These staggering figures must convince you—as nothing else could—how good Brown Fence must be, how low in price, how long it resists rust, as compared with others. For if it hadn't stood the acid test of service, is it likely that such a tremendous amount of it would be bought?

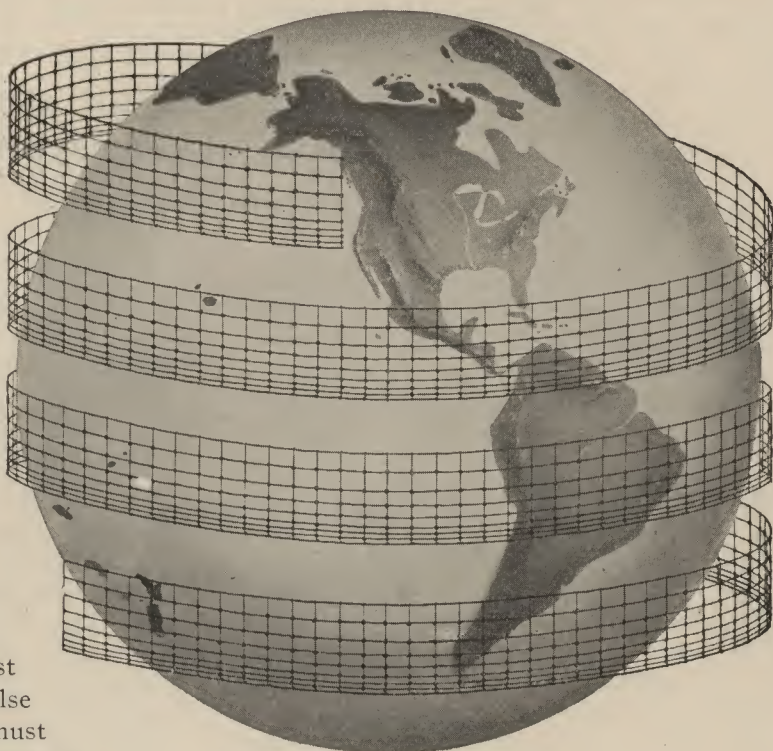
## Over 400,000 Customers

In the past, over 400,000 customers—most of them farmers—have bought Brown Fence.

Now, you know—as well as we—that the farmer, as a class, is the most careful buyer there is.

If only 500 farmers bought one make of fence, and recommended it to others, you could be pretty sure that fence was mighty good.

But when **four hundred thousand farmers** buy one kind of fence—and write such remarkable letters, praising it, as you will find elsewhere in this book—it is safe for you to figure you can't go wrong if you buy the **same** fence.



Particularly when it is guaranteed as Brown Fence is—when you give it any kind of a trial you say—when we actually pay you to test it, in comparison with others, **before** you buy.

## Results in Lower Prices

But there is something even more interesting to you in these staggering figures.

Because Brown Fence is sold in such enormous quantities, it is **manufactured** in enormous quantities. The result is that the manufacturing cost, per rod, is lower—and, therefore, the price per rod **to you** is lower.

All this is explained in detail to you on the following pages—with other reasons why Brown Fence is so low in price—and since it affects **your** pocketbook, it will pay you to read every solitary word of it.



# The Whole Truth about Galvanizing

**You have a right to know the inside facts about galvanizing; this page and the next will open your eyes to the reasons why some fences begin to rust almost before you get them up—and why Brown Fence has such a record of long life!**

**A**NY watch case that has received a cheap washing of gold over it is called by some unscrupulous manufacturers, a gold watch.

Practically the same thing happens in the fence business. When a manufacturer gives his fence a very thin coating of galvanizing and calls his fence "rust proof", he is just as unscrupulous as the plated-watch-case manufacturer who claims "gold" for his wares.

I am going to show you in the following article just exactly why Brown Fence outlasts others. I am going to present the facts in as clear and distinct a way as I possibly can, bearing in mind that I am talking about a subject that has always been discussed in very technical language.

In the first place, the object of galvanizing is to keep air and moisture from getting to the wire itself.

Galvanizing, on the wire, prevents rust. Of course, the thicker the coat of galvanizing, the longer it will protect the wire against moisture and consequently against rusting.

Now bear this in mind; most fences vary widely in the amount of galvanizing material placed on the wire.

Let me explain this a little more thoroughly.

## The Usual Way

The common practice used in galvanizing commercial fence wire is, first to thoroughly

clean the wire from dirt, scale, etc., with diluted acid. The wire is then run, single strand, through a vessel of molten zinc, 14 feet long, at a speed of 80 feet per minute, and then through asbestos wipers.

The object of the wipers is to remove all excess zinc and leave the coating smooth. The proportion of zinc coating, or galvanizing material, to the weight of wire used will, in some makes, often run as low as 1 to 1½ per cent. That is to say, 20 to 30 pounds of zinc (net) used to the ton of wire. This, however, varies according to the size of the wire; the smaller the size, the more zinc is required, owing to the increased amount of square feet surface to be covered.

Taking an average size wire, the amount of zinc coating put on galvanized wire by progressive manufacturers who are anxious and willing to better the quality of their product, will run as high as 3½ to 4½ per cent, or 70 to 90 pounds of zinc to the ton of wire.

## How Telephone Wire is Galvanized

A very much heavier coat, in fact, about twice as much zinc by weight, can be put on wire by the process used in the galvanizing of telephone and telegraph wire, which is known as—the "double galvanizing process".

In this double process the wire is drawn very slowly through a vessel of molten zinc, 14 feet long—the speed being only about



15 feet per minute, and is not wiped as closely as common commercial fence wire. Wire galvanized by this process will stand a much longer acid test than the ordinary, close-wiped galvanized wire.

From this it will be readily seen that to increase the weight and thickness of zinc coating on the wire, it is only necessary to have the wire remain in the molten zinc bath a longer period of time, so as to take on more zinc and arrange the wiping process, so that the wire is wiped uniformly smooth, yet not too close.

## The Brown "Double Galvanizing" Process

As stated before, the vessel commonly known as the "galvanizing pan", which contains the molten zinc, through which the wire passes when being galvanized, is about 14 feet long, which length for a number of years past has been considered standard. In order, however, to improve the quality of our galvanized wire, we have made these pans double the length, or 28 feet long instead of 14 feet, as formerly used. The wire, when being drawn through the longer pan at a reduced speed, naturally is immersed that much longer and comes into continuous contact with double the amount of molten zinc, and, of course, takes on and retains just that much more weight and thickness of zinc coating.

Some small fence manufacturers who buy their wire, and for that reason are not entirely familiar with its manufacture, may tell you that it is impossible to put a heavier coat of galvanizing on wire and contend even if it were possible, the zinc would crack or peel off the wire when passing through the fence weaving machines. We reply to the first argument by referring to the U. S. Dept. of Agriculture Bulletin No. 239, page 23, which states that

**"A very much better covering and perhaps a more durable wire can be made by what is known as the double galvanizing process. The double process does not, as its name implies, mean that more than one**

**coating of zinc is put on, but only that about twice as much zinc by weight, is carried by the wire."**

To the second argument of our doubting competitors, we must insist the fault lies, first in the design of their fence, and second, in the mechanical construction of their fence weaving machines and not in the thickness or weight of the galvanizing on the wire.

This is further borne out by Dr. W. H. Walker, of the Massachusetts Institute of Technology, who says:

**"The important objection to placing a thick coating of zinc upon wire used for fencing is that such a coating cracks off when running through the machines. This objection applies only to those wires which are subjected to very sharp bends or turns."**

If wire made from the best grade of Basic Open-Hearth Steel, low in percentage of Sulphur, Silicon, Phosphorus, Manganese and other impurities, is used and properly cleaned to remove all scale and dirt, and if the molten zinc is not only of the best grade, but kept at the right temperature, no difficulty will be encountered with cracking or scaling of the galvanizing when the wire is being woven, provided the weaving machines and the fence itself are of a practical design. At any rate, our machines have never given us any trouble in this way.

We are constantly improving our manufacturing methods and products, and great progress has been made in both during the past three years; more particularly so in our galvanizing process and which is reflected in the extra durability and lasting qualities of Brown Fences.

It is with great pride that we offer to American farmers a fence that is galvanized so it will resist the destructive elements. In going through the country we often stop at farm houses and ask the owners about their fences. In many cases they are very dissatisfied, but never where Brown Fence was used. Why not make a little trip around among your neighbors—see what they say about Rust Quick Fences and Brown Double Galvanized Fences!



# Make this Standard Galvanizing Test Before You Buy! See Which Fence will Resist Rust Longest!

**Don't buy on chance! Test for yourself how long Brown Fence will last as compared with others. *We Give You The Money to pay for the test.***

How can you know whether the fence you buy will rust itself to pieces in two or three years, or last 10 or 15 years, without needing replacement? How long the fence you buy will resist rust depends on the galvanizing, and no man can tell by looking at it how well your fence is galvanized. But you can tell by making this scientific test. It is

the one best way to protect yourself from buying poor fence, and losing money.

Now, I tell you Brown Fence is double galvanized and that is why it lasts years longer than others. But I don't want you to take my mere word for it; I want you to make this test, and prove it yourself, and I am delighted to pay you to make the test.

**T**HE sample selected should be dipped into a saturated solution of Sulphate of Copper (Blue Vitriol) at 60 Deg. Fahr.—and retained there one minute—it shall then be withdrawn and wiped dry; this process should be repeated until the sample, when wiped dry, retains a reddish deposit of metallic copper. A good grade of Galvanized Wire should stand three of these one-minute immersions before showing copper coloring, or else the test shows conclusively that the Galvanizing is not satisfactory.

Sulphate of copper, as noted in the above formula for testing, is commonly known as Blue Vitriol. Sixty degrees Fahrenheit has reference to temperature of the water used—about one pint—and should be about a medium temperature.

## **A Challenge to All Fence Makers**

The blue vitriol mentioned in this test can be secured at any drug store. Five cents' worth is enough to make the test. I have mailed you our check for 15 cents to cover the cost of the Blue Vitriol and for your time.

Make this standard scientific test on the sample of Brown Fence wire we have mailed you. Then make **the same test** with other fence wire. Secure samples of as many different fence wires as you can get hold of. Get one from the dealer, and get them from other manufacturers.

**Then buy the fence that stands the test better than all others.** This is the fairest, squarest offer we know how to make. It is our unqualified challenge to all other concerns making or selling fence—**make the test.**



# Vital facts about Material and Design

**Y**OU can use the finest and strongest lumber obtainable, in building a house, but if the **foundation** is faulty, you have wasted a lot of effort and money.

You can use the highest grade of paint on your wagon, but if the material used in the construction of the wagon itself is not perfect in every way, your wagon cannot stand up under terrific strains, in spite of the good paint.

So it is with fence.

Good material is absolutely necessary. Nothing can take its place.


And the **best** material to use in the manufacture of fence wire is that which has the **smallest** amount of rust-collecting impurities, such as silicon, manganese, sulphur, phosphorus, etc.

## Basic Open-Hearth Wire

Any chemist, any scientist, any laboratory, will tell you that Basic Open-Hearth wire is practically **free** from all impurities. In exact figures, it contains less than one-tenth of 1 per cent impurities, and that is too small an amount even to consider, especially when compared to Bessemer and Common Open-Hearth wire.

In Farmer's Bulletin No. 239, issued by the U. S. Department of Agriculture, we find the following paragraphs:

"Phosphorus and sulphur both have a deleterious effect upon steel, reducing the ductility and making the metal brittle."

 "Without going further into the chemistry of the subject, this is all that is meant by basic open-hearth steel, namely, that the pig iron is melted in large basin-shaped furnaces, in which the carbon is burned out by the play of hot air over the surface of the molten mass, while at the same time the acid-forming impurities, such as phosphorus and silicon, are absorbed by the basic lining of the furnace, which is usually made of rock material found in nature, consisting of carbonate of lime and magnesia, and known as 'dolomite'. Lime

or limestone is also added to hasten this action and save the lining."

Basic Open-Hearth Wire is more porous than Bessemer or the Common Open-Hearth Wire. When I say porous, I mean that to

a certain degree it absorbs the galvanizing, practically uniting with it, making it next to impossible for the galvanizing to chip, flake or crack.

## Strong, Springy, Tough

Basic Open-Hearth Wire is tougher, more tenacious and can be made with sufficient Carbon, free from neutralizing impurities, so as to provide ample Spring and Elasticity for fence purposes. As far as durability is concerned, it can be compared and is about equal to the good old Iron Wire in use some 20 or more years ago, and, in fact, is made in about the same way.

To show you the difference, size for size, between the Hard, Stiff, Springy Wire used in Brown Fence and the Soft Wire used by many others, it is only necessary for me to state that ordinary No. 9 Soft Wire stands a breaking strain of about 1,200 pounds, whereas the No. 9 Wire we use stands a breaking strain of 2,400 pounds.

Mind you, the gauge of the wire is the same in both cases, yet one is about twice as strong as the other.

The reason others use soft wire is because the design of their fence makes necessary short, sharp bends or crimps in the wire. Tightly winding one wire around another several times makes the turns very short, and nothing but a very soft wire can be bent so easily.

## The One-Piece Cross Bar

The cross bars in Brown Fence are one solid piece from bottom to top—the same size and quality as the line wires.

Other fences, a good many of them, have wrapped cross bars. A short length is wrapped around the bottom line wire and the next wire above; another short length is wrapped to the second and third line wires, and so on, clear to the top—each short length separate and independent of the one above.





That method of construction simply produces a series of hinges. If a weight were placed in the middle of the fence—all the hinges would give, and the strain is, therefore, placed on the top wire alone. If a hog roots from the bottom, again the hinges would give and the strain would be placed this time on the bottom wire.

## Strain Equally Distributed

With the one-piece cross bar, or "stiff stay" fence, as it is called, the pressure is first felt on the nearest cross bars, but, as they are not "hinged", they do not "give" and the strain is, therefore, equally distributed on the entire fence.

Another important consideration is the fact that it is impossible to use hard steel wire for cross bars in a wrapped stay fence, as hard wire is liable to break under the twisting to which wrapped wire fences are subjected.

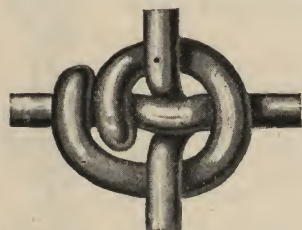
You know that a hard steel wire lasts longer than a soft wire, and as a one-piece cross bar is wrapped only at the top and bottom, the chances for cracking the galvanizing are minimized.

Your special attention is called to the fact that all cross bars in Brown Fence are exactly the same size and quality as the line wires, and not one size smaller, as used in some makes of fences. Investigate and you will find plenty of those soft, light-weight, wrapped stay wire fences in your neighborhood in use only a very few years with the stay wires rusted and broken.

With our "Stiff Stay Fence" you can save at least one-third the posts and labor of setting them, besides getting a much more substantial and durable finished job of fencing.

## The Brown Knot

The Brown one-piece cross bar is attached to the line wires with a circular knot, which absolutely prevents slipping, and, as it is not a close wrap, permits free circulation of air, and consequently quick drying after rain.



Wrapped stays are tightly twisted around the line wires, retaining moisture, and as it is impossible to wrap them tight

enough to prevent slipping on the line wires, a little hard usage quickly destroys the value of the fence.

In Brown Fence the tie is made of material of the same gauge used for the lateral and upright wires. Its weight and galvanizing

are the same. The formation of the Brown Knot is such that, while it prevents slipping of the wires, it provides sufficient play to allow for the fence being erected on hilly or uneven ground without kinking or bending the strand or stay wires; the stay wires always remaining in a perpendicular position, no matter what the grade.

The Brown Stiff Stay Fence always goes up evenly; equal tension on all strand wires; no sagging or loose places.



## Coiled Strand Wires

Wire fence expands in warm weather and contracts in cold weather. In an ordinary wire fence cold weather is apt to break the wires or pull out the end posts; warm weather makes the wires sag and bag.

The wire used in the construction of Brown Fence is hard, stiff and springy. In order to give additional "spring" to this high grade wire, it is coiled. Soft wire contains no spring, neither can it be made springy by coiling. Those manufacturers who use soft galvanized wire in their fences, crimp the strand wires by putting in short, sharp bends, which by no means provide for expansion and contraction necessary in a wire fence.



The "coil" in Brown Fence takes up the slack in warm weather and allows for contraction in cold weather. The Brown Fence cannot sag or break—it always returns to its original position just as any spring does.

### Up 12 Years, All Right Yet

"Tried your test, but have a better test, for I have about 300 rods of your fence that has been built about 12 years, and it is all right yet."—Frank Weatbrook, R. F. D. No. 1, La Porte, Ind.

### After Seven Years—Another Order

"Will send you a second order. The fence I ordered from you seven or eight years ago has given good service and am well pleased with it, so I have sent this order. Please find enclosed \$27.30 for fence and staples."—Joel T. Hartsfield, Tallahassee, Fla.

### More Testimony of Long Service

"I built 40 rods of your all No. 9 fence seven (7) years ago and cannot see but it is in as good condition now as when built."—J. C. Blatherwick, Breckenridge, Minn.

### Put Up 7 Miles of Brown Fence

"I have a little more than seven miles of your fencing in the last two years. It is the best fencing I have ever seen. Through my recommendation you have received order from Listons, Barneys, Allen, Shurtz, Davis, so, you see, I am boosting. If I ever need more fencing I shall certainly use the Brown Fence."—A. E. Sherman, Escalante, Utah.



# Read these remarkably interesting facts, proofs and the Verdict!

"You can't fool all the people all the time" said Abraham Lincoln.

"Once burned, twice warned" goes another old saying.

Let's apply it to **your** case. Would **you** buy again from a man or a firm that "skinned" you before? No. Neither would **any** farmer of intelligence.

Here's what I'm driving at:

A very large percentage of our business comes from folks who have purchased Brown Fence before. For example—Wm. H. Smith, of Ransom, Ill., writes:

#### Best He Ever Saw

"I have 300 rods of your fence and will send you an order for some more soon. That is why I sent for your catalogue. Your fence is strong and durable and well galvanized, and, in fact, is the best fence I ever saw."

That isn't an exceptional case. A good many letters just like it come to my desk every day. W. D. White, of Dayton, Pa., says:

#### Has 260 Rods; Orders More

"No one can tell me anything about the Brown Fence. I know all I want to know, and it is the best wire fence I ever saw. I already have 260 rods and want to order more. Please send catalogue. There is nothing on my farm that can get through a Brown Fence."

From Madison, Virginia, comes this letter, signed by E. A. Clore, another one of my valued customers:

#### Wants to Send Another Order

"I have some of your fence on my place that has been up for three years, and it looks as bright as the new fence you see for sale at the hardware stores. Please send me your latest catalogue and prices, as I wish to send you an order."

But that's only the **beginning** of the evidence. J. E. Billups, an old soldier, way down in Kellyton, Ala., says he has been using Brown Fence

for about five years, it's O. K. in every respect and wants some rabbit and chicken fence.

Howard Pullman, of Adams, Ill., has 400 rods of Brown Fence and "will want 80 rods more this spring". Zach Savage, also down in Alabama, in the good town of Fayette, has 100 rods up and now wants two or three hundred more. E. R. Gilson, of Bedford, Pa., writes the following interesting letter. Read it.

#### Has 400 Rods Up 8 Years

"We have already put up 400 rods of your wire fence and are ordering 220 rods again today. Your fence is the grandest fence, as what we put up over eight years ago, is just as good as new and a great deal better than other fences put up more recently in this neighborhood."

I could go on and on, telling you about hundreds of others who were so pleased with Brown Fence that they are constantly buying more of it to replace all other makes as fast as they rust out—and they must be rusting out pretty fast, judging from what they tell us. Mr. E. S. Lovell, Newton, Conn., writes:

#### Others All Covered with Rust

"The fence I bought from you does not show any rust and think it will stand O. K. I have miles of other wire completely covered with rust and will soon be worthless. Will you please ship me at once 300 pounds of your thoroughly galvanized four-point barb wire by freight?"



And here's a mighty pleasing letter from John Bruce, Cauthron, Ark. He says:

#### 140 Rods Up 7 Years; No Rust!

"The 140 rods of fence you shipped me seven years ago is as nice and bright today, with no sign of rust on it. It is the best fence in these parts. I put up another make of fence about the same time I did yours, and it is very nearly ruined by rust. The Brown Fence is by far the best fence put up in this locality."

Walter S. Ruff also has a few words to say—words that should prove to you why our business is showing such splendid growth from year to year.

#### Better and Cheaper Than 3 Others

"Enclosed please find order for 50 rods of style No. 835 fence. This will make 270 rods that I will have on my farm, and as I have three other makes of fences, I know that your fence is not only cheaper, but is the best that we can get for the purpose."

Down in Saulsville, W. Va., Robert Cozark wrote the following letter. Thanks, Mr. Cozark. I'm glad you like Brown Fence.

#### Heavier Than Neighbor's Fence

"The Brown Fence I bought from you is the best fence I ever saw. Nothing can go through it, and it stands up under all conditions. My fence cost me much less than the fence my neighbor put up of another make, and I find my fence is very much heavier. Thanking you for your honest treatment."

After all, the test of a fence is its durability. No matter what price you pay, you make a poor bargain when you buy poor fence. The cost shouldn't be judged by the first price. It's quality that counts—not only in fence, but in everything. A good cow may cost \$100 or more, but she's a better bargain than the scrub that costs \$25.

Quality is the main thing. It costs just as much to stretch a poor fence as a good one—costs more for posts and staples. You've also got to keep repairing a poor fence year after year. And then think of the worry it means—worry about your stock breaking through, and so on.

That's why I say quality is the main thing. Get a fence that will last. Get one that will make you glad to write a letter like this:

#### 10 Years' Service; Not a Speck of Rust

"I ordered woven wire fence from you ten years ago and it has proven better than I expected. After ten years' use there is not a speck of rust on it, and you will soon receive another order from me."

South New Lyme, Ohio.

W. C. Yowell.

That's the kind of a fence you want. "Not a speck of rust on it." I've got a bunch of letters like that. My customers seem just as pleased as they can be. Read what John G. Shoemaker, St. Paul, Minn., writes:

#### Another 10 Year Customer

"My father, S. P. Shoemaker, put up some of your wire fence about ten years ago, and it is just as good now as it was then, and it was a 'dandy'. So just as soon as I get things in shape, I will send you my order, because I know just what I can expect in buying fencing from you."

Wouldn't you be glad to have a fence of the quality that you'd be glad to buy again whenever you needed fence? Listen to this, from F. C. Graham, Frostburg, Md.:

#### Not the First Sign of Rust

"I will soon send you an order for fencing. The Brown Fence I built nine years ago is just as good today as the day it was put up. There is not the first sign of rust on the fence and I will put up no other make of fence."

Couldn't pay him to put up any other fence than Brown. Why? Because he knows what Brown Fence is and won't take a chance on any other.

Just a few more letters now. I've got stacks of them, but these are easy to get at, so I'll throw them in for good measure.

Peter W. Sundell, of Jonestown, N. Y., R. F. D. No. 76, writes:

#### Beats All Others in Locality

"Seven years ago I erected 60 rods of your fence and it stands today just as firm and solid as it did the day it was erected. Portions of it have had from eight to ten feet of snow on top of it and when the snow went off, the fence it comes right back up into place."

"After all these years and under these conditions, the fence has not rusted, and I have no hesitancy in saying that it beats all other fences in this locality."

#### Still as Good as New

H. J. Bost, Rockwell, N. C., writes:

"We have some of your fence that has been on my place over six years. I looked at it this morning and I can't help telling you that it is just as good as new. Perfectly straight and not a bit rusted. I can recommend your fence and your square dealing to anyone."

#### Such Good Fence at Such Low Price

J. G. Burt, Solomon, Kans., R. F. D. No. 2, writes:

"Seven years ago I bought fencing from you, and it has proven to be a bargain. It is in fine shape today, and I can't help writing you how pleased I am to get such a good fence at such a low price."

I said that a very large percentage of our business comes from our old customers. Now I'll tell you another startling fact. I don't believe any other fence manufacturer can truthfully make a similar statement. Brown Fence is its own best salesman. Brown Fence is sold by its own recommendation of quality and by customers who praise it to their neighbors. Here are examples of hundreds of similar letters received by me every year. And mind you, hundreds of my customers recommend Brown Fence and never write me about it. They're glad to boost for the same reason that everybody is glad to praise a worthy article of merchandise of any kind.

#### All Asking Where He Got It

"I got the fence you shipped me in good shape and it is very much better than I expected. The fence has been put up and everyone is asking where I got it. I am more than pleased with the Brown Fence." Geo. A. Yoll.

1210 Huntington St., Watertown, N. Y.

#### Some Neighbors Want to Order

"I have some of your fence, which everybody in the neighborhood considers the most satisfactory fence in this vicinity."

"Please send your latest catalogue, as some of my neighbors wish to order some of this fence."

"Wishing you success, I remain,"

C. P. Bryson, Heyburn, Idaho.



#### Neighbors Talking About Buying

"The fence is all you said it was, and more."

"I think it will be the means of selling more in this neighborhood, as there are some of my neighbors talking of wanting some fence."

Shenandoah, Ia. Albert Patton.

#### Neighbor Wants to Order

"Please send me your catalogue and prices, as some of my neighbors wish to order some of your fence. I fenced my farm with your fence three years ago, and it is in fine shape yet; in fact, the best and most durable in this section."

Sagertown, Pa. A. O. Devore.

#### Neighbors Say It's Best

"I received the poultry and garden fence ordered from you, and I can honestly say that it is the best poultry fence I ever saw. I showed it to two of my friends today, and they agree with me. My neighbors will soon send their orders to you."

Coalfax, N. D. Frank Herman.

Is this enough? Do you want more evidence that Brown Fence is its own best salesman? Well, here's a few more letters "for luck".

#### Saved 9 Cents a Rod

"I have just put up the fence I ordered from you. It stretches up in good shape. The same fence would have cost me 9c a rod more here if I bought it from the local dealer. I am well pleased with the fence and you will receive more orders from my neighbors."

Rt. 28, Central, Ill. Jasper A. Irwine.

#### Helping the Good Work Along

"I write to let you know that I am highly pleased with the fence I bought from you. I have used your fence for five or six years and think it is the best fence in use and am doing all I can to introduce it in this locality."

Damascus, Va. W. F. Edmondson.

#### Stands Up Like a Stone Wall

"Please send me a catalogue for my neighbor, as he wants a fence like my Brown Fence. The fence that I bought from you two or three years ago stands like a stone wall."

Watertown, Minn. Frank S. Mattson.

#### Neighbors Want to Order

"The chicken fence that I bought of you is so far ahead of anything of the kind that I have seen, that there is no room for comparison. Your fence is certainly in a class by itself."

"Please send me another catalogue, as one of my neighbors wishes to order some of your fence."

Dresden, Ohio. James Neave.

I have shown you how my customers order Brown Fence whenever they need fencing. I have reprinted letters, which tell how much longer than others Brown Fence lasts. You have read of the durability of Brown Fence—why neighbors order it after seeing it on someone else's farm.

Now I'm going to show you what they say about our prices. Mind you, price comes last. Be sure you look at a quality fence first—then think about the price. That's the way to buy. Get what you want at the lowest price.

#### Saved 5 Cents a Rod

"I put up the 40 rods of fence I bought from you, and found it full 40 rods. It stretches up perfectly and makes a splendid fence. The stretchers I purchased at the same time are just as good as your fencing. I saved 5c a rod by ordering from you, and have a better fence than I could buy here. I am sending you another order for 200 rods."

Cobden, Ill. A. H. Brooks.

#### Cost 32½ Cents; Dealer's Price 45 Cents

"My neighbor and I ordered some fencing from you, and I joined part of my fence to a fence of another make of the same height. I paid 32½c a rod for your fence and 45c a rod for the other fence. Your fence at 32½c a rod has heavier wire in it than the fence for which I paid 45c, and even if your fence had cost me 45c, I would rather have it of the two. I just want to tell you that you made good on your promises."

R. F. D. No. 7, Macon, Mo.

J. H. Belcher.

#### Will Remember Us Again

"The poultry and field fence I bought of you is the best that I ever saw. I am satisfied that your prices are several cents a rod less than other fencing not as good as yours. I know your galvanizing is first class and that is the main thing. I have found you honorable and upright, and will remember you again."

Chilo, Ohio.

E. E. Cline.

#### Saved Nearly \$5.00

"I received the order of fencing you shipped me, and I want to thank you for the very fine fence you shipped. I paid you \$7.68 for 20 rods of fence. The same height and weight of fence would have cost me \$12 here. Your fence is just as you advertised, and when I need more fence I will send you the order."

Jeanette, Pa.

Michael Emanuel.

#### Will Remember Us in the Future

"We received your fence all O. K., and are very much pleased with it. We saved quite a good deal in ordering fence direct from you and at the same time have a much better fence. Will remember you in the future."

Elyria, Ohio.

Mrs. J. F. Wendt.

#### None Better at Any Price

"I have about five hundred rods of the Brown Fence on my farm, so you can see it is the fence for me, and I want nothing better than the Brown Fence, as there is no better fence on the market at any price."

St. Clairsville, Pa.

Jacob Bowser.

#### Best and Cheapest to Be Had

"I herewith send you an order for 125 rods of fencing for one of my neighbors, so please ship at once. Your fence, which I put up for myself, is giving excellent satisfaction, and, in my judgment, your fencing is the best and cheapest to be had anywhere."

Catlettsburg, Ky.

Clark Dixon.

## Draw Your Own Conclusions

There is nothing more that I can add. Wherever you live, wherever you travel, you'll find the same good opinion of Brown Fence. I ask for your order on the strength of what my fence has done for others. I guarantee it to please you. My quality is right. If my prices are right—and I know they are, if you consider quality, there's no reason why I cannot serve you to best advantage.

Send me your order for any Brown Fence or Gates. I promise personal attention, prompt shipment, freight prepaid on 40 rods or more, and lasting satisfaction. Here is my hand on it.

**JAMES BROWN, President.**



**FREE  
LOAN**

## of either of these fence stretchers

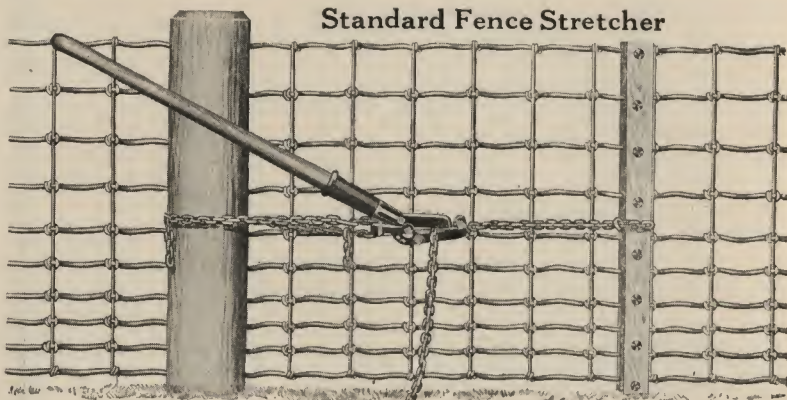
No  
Need to  
Buy ANY  
Stretcher

If you have no fence stretcher and do not care to purchase one from us with your fence order, you will be glad to learn that we loan one to every Brown customer, free.

We are not satisfied with making the highest quality fences in the world—we are not satisfied to sell these high quality fences at our remarkably low prices. We go even further than that by loaning every Brown customer a special fence stretcher, so that the Brown Fence will be put up right at the start.

The Standard Fence Stretcher is manufactured by us and has proved to be a satisfactory stretcher for all average fences. It is strong enough for any fence in this catalogue, with strength to spare so there is no danger of it breaking under any strain you may put it to.

We ask you to send us, as a deposit, the purchase price, which will be returned to you at once upon receipt of the stretcher we have loaned you.



**Standard Fence Stretcher, Price \$3.25**

### Which Shall We Send With Your Order?

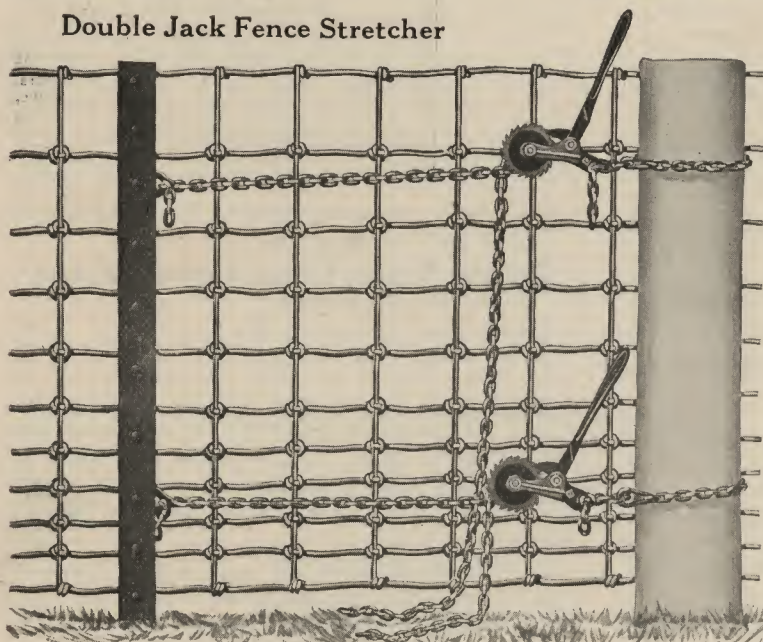
Do you want the Standard Fence Stretcher illustrated above or the Steel Clamp Double Bar Stretcher illustrated below? Whichever you want, simply add the purchase price to your order and it will be sent with your fence. When you return the stretcher to us, freight prepaid, we will return the money that you have deposited with us.

We cannot possibly loan any stretcher without the cost being deposited with us as a guarantee of the stretcher being returned after the fence is put up. We are sure you will appreciate our position in this matter of ordinary precaution.

**Should you wish to purchase one of these stretchers the price would be the same as given on this page**

**Double Jack Stretcher, Price \$6.00**

### Double Jack Fence Stretcher



If you prefer the Double Jack Stretcher for extra heavy work as well as long stretches, particularly for stretching our all No. 9 woven fences, we recommend our Steel Clamp-Bar Double Jack Stretcher, which has a pulling capacity of 20,000 pounds. This consists of a steel clamp bar, 5 feet long, four chains, the jack chains being 10 feet long. This gives ample provisions for making long stretches without making two hitches, as is usually done. The outfit includes a nut wrench and wire twister for splicing and a single wire hand stretcher.

We ask you to deposit the price of the Steel Clamp-Bar Double Jack Stretcher until the stretcher is returned. This is a loan in every sense of the word, but you, of course, realize that we must protect ourselves against the neglect of those who may forget to return the stretcher. Upon receipt of the stretcher we have loaned you we will immediately return your deposit.

**WHEN RETURNING STRETCHERS, ALWAYS SHIP SAME TO CLEVELAND FACTORY**

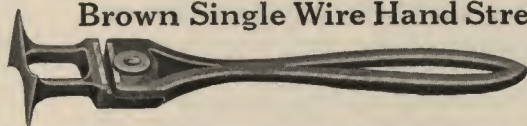


# Fence Building Tools at Actual Cost to Us

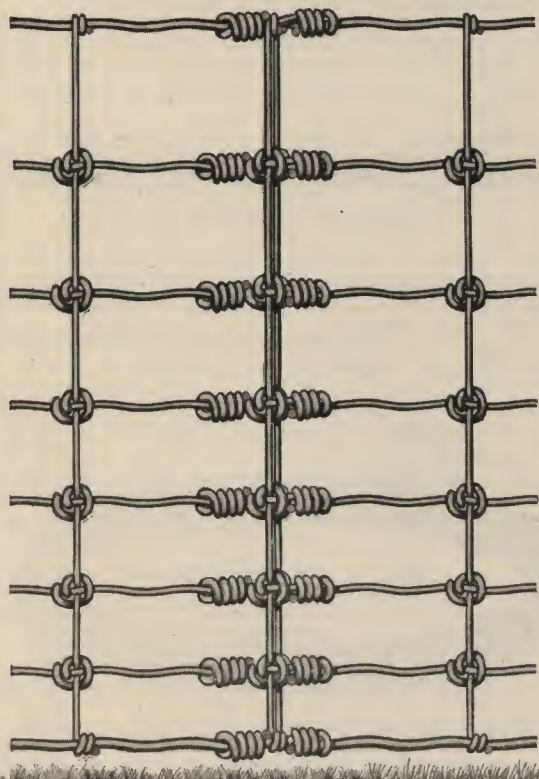
**A**S A FAVOR and convenience to our customers, we are supplying these tools at prices that do not include the expense of our handling them. We are anxious that our customers put their fences up in the quickest time with least amount of work and in the best possible shape, and we merely offer these tools at actual cost prices for that reason alone.

Include some of these tools with your order for fencing and gates, or order them separately, and take advantage of the saving our prices mean to you.

## Brown Single Wire Hand Stretcher, 50 Cents



This stretcher is intended for stretching single strands of plain or barb wire, and is not suitable for stretching woven fence, except for taking up the slack between the regular heavy stretcher and the last post.



### The Best Way to Splice Fence

**M**ANY of our customers write to ask the best way to splice fence where the ends of two rolls meet. The illustration shows the method in greatest favor among those who are most experienced in stretching fence. Bring the ends of the two rolls together till the two stay wires join and are perfectly parallel; then wrap the projecting ends of the line wires around the wire of the opposite roll. Ordinary care is required and you will have no trouble, we are sure.



## Brown's Post Hole Auger, Price \$1.35

Would cost you much more anywhere else. Highest quality Post Hole Auger made. Order now.

For quick, easy work, digging post holes, nothing equals the Brown Post Hole Auger. The blades are made of spring steel and can instantly be adjusted to bore holes varying in size from 7½ to 12 inches. All the fittings are malleable iron—unbreakable. Dumps its load easily, without pounding.

In ordinary soil, 150 to 200 3-ft. holes can be bored per day. In stony or sandy soil however, no Post Hole Auger is practical,—better use tile spade in such soil.

## Russell Pliers

### and Staple Pullers, 70 Cents

At some time or other you will have good use for this great combination tool,—pliers, staple puller, wire cutter, splicer, etc., all in one. It is well worth twice the price we ask—we make no profit on it—it is merely an accommodation to our customers, and friends who may become our customers.



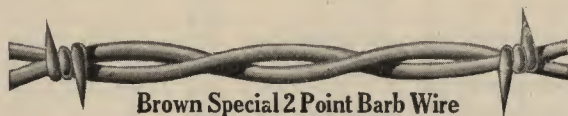
## Remember:—

It takes as much time and as much work to stretch a poor fence as it does to stretch Brown Fence and you get about twice as much service out of Brown Fence!



*You don't need to pay high prices  
for Barb Wire, Brace wire or Staples!*

We are content to cut our profit to the limit on Barb Wire, Brace Wire and Staples. The prices quoted below, all freight charges prepaid on any quantity if ordered with 40 rods or more of fence or if barb wire is ordered alone we pay the freight on five spools or more.



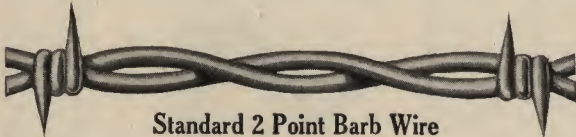
**Brown Special 2 Point Barb Wire**  
Long Distance Barb Wire

The Brown Special, 2-point long distance barb wire is made of two No. 14 Galvanized Basic Open-Hearth wires, twisted together with barbs for hogs 3 inches apart and for cattle 5 inches apart.

It is put up in 80-rod spools and sold by the spool. Freight prepaid to your station.

Price per Spool of 80 Rods, Cattle.....\$1.84

Price per Spool of 80 Rods, Hog..... 1.92



**Standard 2 Point Barb Wire**

The Standard 2-point barb wire is made of two No. 12 Galvanized Basic Open-Hearth wires, twisted together with barbs for hogs 3 inches apart and for cattle 5 inches apart.

It is put up in 80-rod spools and sold by the spool. Freight Prepaid to your station.

Price per Spool of 80 Rods, Cattle.....\$2.51

Price per Spool of 80 Rods, Hog..... 2.51



All sizes made of all No. 9 Wire

## Fence Staples

Made from No. 9 Wire.  
Furnished in following sizes:

1-inch, 108 staples to the pound.

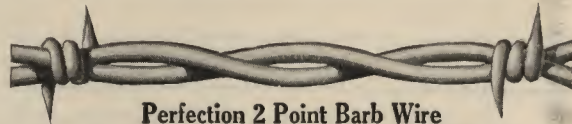
1¼-inch, 85 staples to the pound.

1½-inch, 70 staples to the pound.

1¾-inch, 60 staples to the pound.

2-inch, 55 staples to the pound.

|                                 |           |
|---------------------------------|-----------|
| Price per keg (100 pounds)..... | \$3.15    |
| Price per 5-pound package.....  | .18 cents |
| Price per 10-pound package..... | .37 cents |
| Price per 15-pound package..... | .55 cents |
| Price per 20-pound package..... | .73 cents |
| Price per 25-pound package..... | .91 cents |



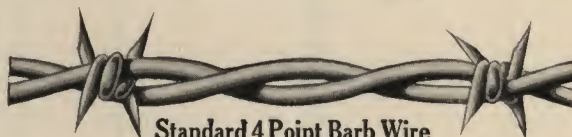
**Perfection 2 Point Barb Wire**

Perfection 2-point barb wire is made of two No. 13 Galvanized Basic Open-Hearth wires, twisted together with barbs for hogs 3 inches apart and for cattle 5 inches apart.

It is put up in 80-rod spools and sold by the spool. Freight prepaid to your station.

Price per Spool of 80 Rods, Cattle.....\$2.28

Price per Spool of 80 Rods, Hog..... 2.44



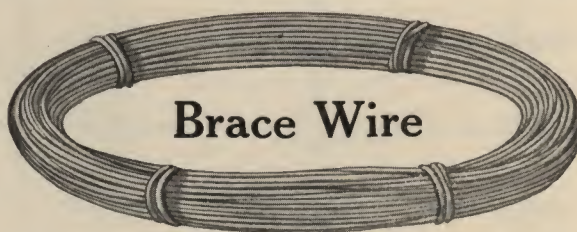
**Standard 4 Point Barb Wire**

The Standard 4-point barb wire is made of two No. 12 Galvanized Basic Open-Hearth wires, twisted together with barbs for hogs 4 inches apart and for cattle 6 inches apart.

It is put up in 80-rod spools and sold by the spool. Freight prepaid to your station.

Price per Spool of 80 Rods, Cattle.....\$2.66

Price per Spool of 80 Rods, Hog..... 2.92



**Brace Wire**

**Big, Heavy, Strong, No. 9 Wire, Double Galvanized**

For bracing posts. Sold at Brown's Direct-from-Factory low prices. No. 9 gauge galvanized Open-Hearth Wire—sold in 5-pound coils (about 85 ft.).

**Price per Coil, 16 Cents**

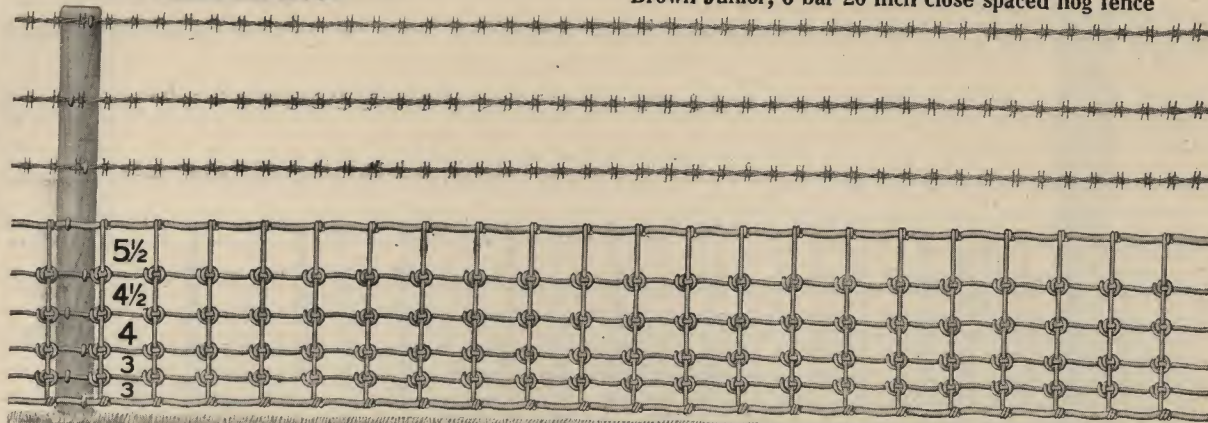
NOTE: Brace Wire and Barb Wire are important enough to merit the best quality you can secure. But the prices quoted here prove that you need not pay double for your requirements.

We carry in stock and are prepared to make immediate shipment, all sizes of Galvanized Coiled Spring Wire, Soft Galvanized Wire, as well as Standard Sizes of Double Galvanized Telephone Wire. We will be glad to quote prices on application.



# No. 0620 B. J.

Brown Junior, 6 bar 20 inch close spaced hog fence



## No. 0620 B. J.

**15 <sup>3</sup>/<sub>4</sub> Cts.**  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$3.15  | \$4.73  | \$6.30  |

### Specifications

Top and bottom wires, No. 11; intermediate wires, No. 14; stay wires, No. 14, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Many customers  
stop and buy  
right here!*

BIG values start right here on this page and continue on every page clear through this catalogue. The more you know about fence quality and fence values, the more you will appreciate the savings you make by purchasing Brown Fence and gates. The two splendid hog and pig fences shown here cost you a good bit more anywhere else for equal quality—if you can obtain it—but the chances are no one else will be able to offer the high quality that is such a business getter for The Brown Fence & Wire Co.

**WE PAY  
THE  
FREIGHT**

## No. 0726-B. J.

**17 <sup>1</sup>/<sub>2</sub> Cts.**  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$3.50  | \$5.25  | \$7.00  |

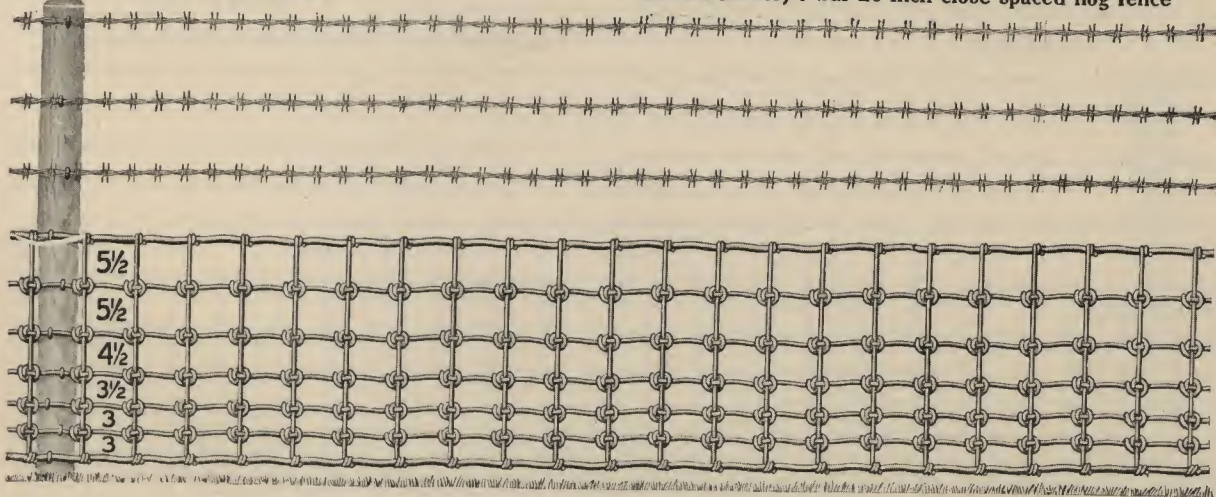
### Specifications

Top and bottom wires, No. 11; intermediate wires, No. 14; stay wires, No. 14, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

## No. 0726 B. J.

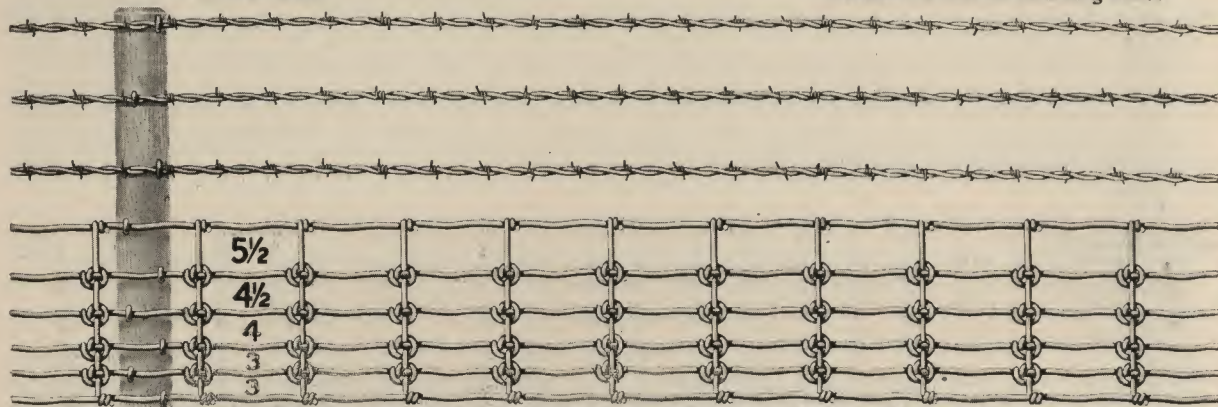
Brown Junior, 7 bar 26 inch close spaced hog fence





# No. 620

# Standard 6 bar 20 inch hog fence



## No. 620

**17 3/4 Cts. PER ROD**

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$3.55  | \$5.33  | \$7.10  |

### Standard Specifications

Top and bottom wires, No. 11; intermediate wires, No. 12; stay wires, No. 12, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Saved 6¢ per rod by buying from Brown! Read this!*

M R. A. E. Chase, Box 116, Davenport, Fla., writes:

"The fence I bought of you came in due time, was easily put up and is a fine looking and a very satisfactory fence. I saved 6 cents per rod by buying of you instead of a similar fence from a local dealer. Many who have seen my fence pronounce it the best in our locality."

I tell you I'm mighty glad to be making and selling fence that brings letters like this.

**WE PAY THE FREIGHT**

**DIRECT FROM FACTORY**

## No. 0620

**21 3/4 Cts. PER ROD**

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$4.35  | \$6.53  | \$8.70  |

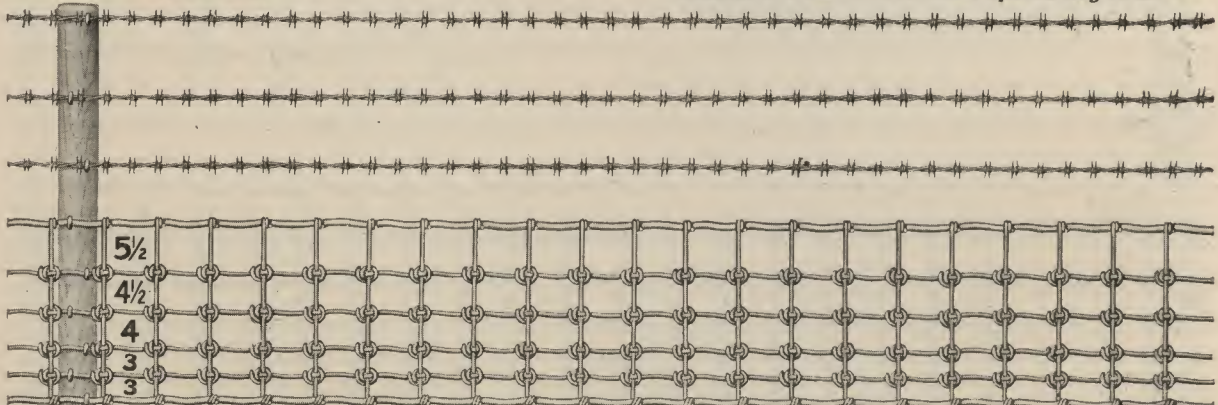
### Standard Specifications

Top and bottom wires, No. 11; intermediate wires, No. 12; stay wires, No. 12, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

## No. 0620

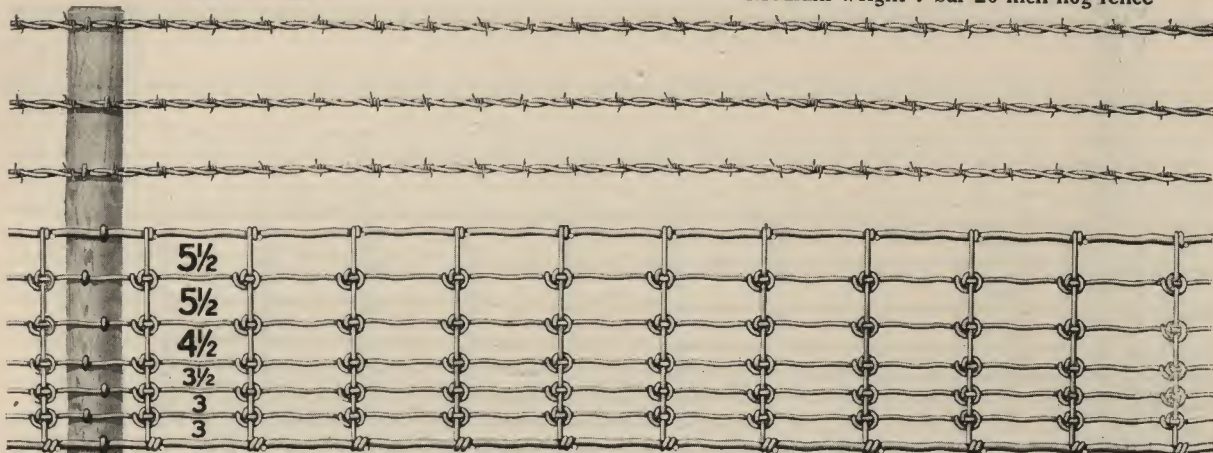
## Standard 6 bar 20 inch close spaced hog fence





No. 726-13

Medium weight 7 bar 26 inch hog fence



No. 726-13

**18** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$3.60  | \$5.40  | \$7.20  |

**Specifications**

Top and bottom wires, No. 10; intermediate wires, No. 13; stay wires, No. 13, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

*A money saving opportunity on every single page!*

**No. 0726-13**  
**22** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

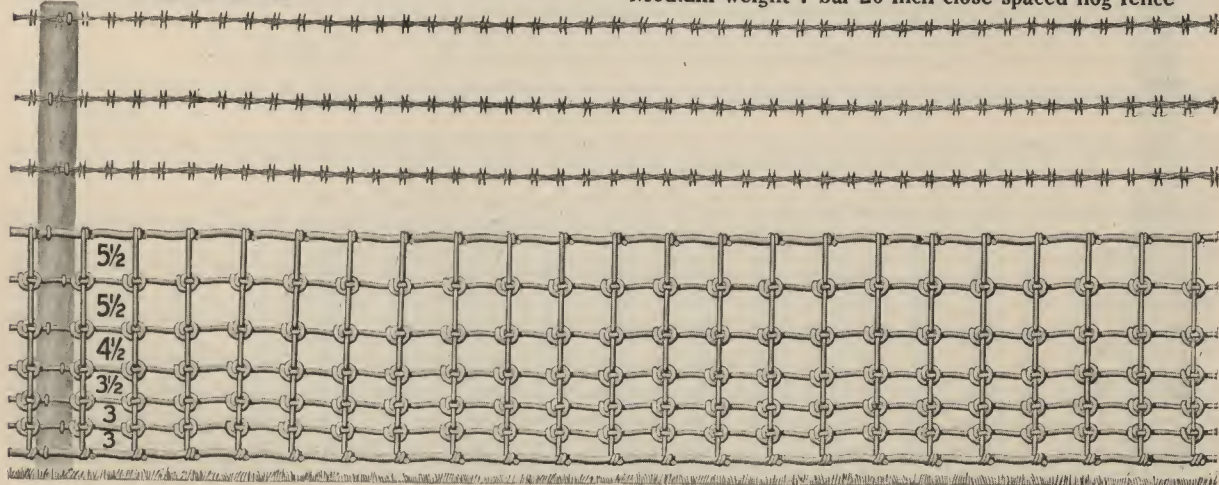
| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$4.40  | \$6.60  | \$8.80  |

**Specifications**  
Top and bottom wires, No. 10; intermediate wires, No. 13; stay wires, No. 13, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

No. 0726-13

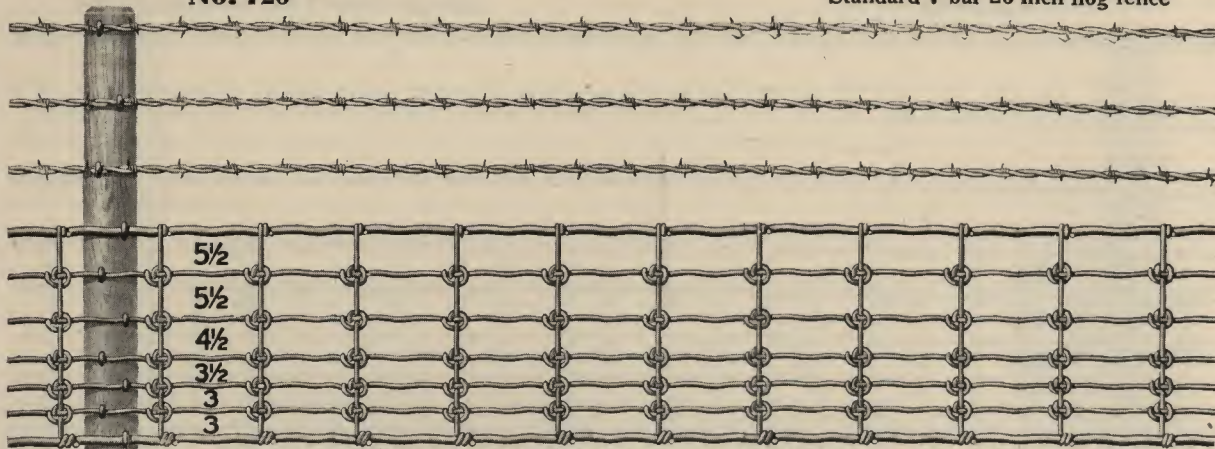
Medium weight 7 bar 26 inch close spaced hog fence





# No. 726

# Standard 7 bar 26 inch hog fence



## No. 726

**21 1/2 Cts.**  
PER ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$4.30  | \$6.45  | \$8.60  |

### Standard Specifications

Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Test the wire! Test the wire! Test the wire! Test the wire!*

DO you wonder why we urge you to make the standard test for galvanizing? It's simple.—We're confident that *Brown Fence* is right. J. K. Woodruff, of Kendallville, Ind., writes:

"Your catalogue with sample of wire received. I have made the acid test on that sample as well as some others. I find that your wire stands the test better than any other I have tried."

Good galvanizing is the life of the fence. *Brown Fence* is double galvanized.

DIRECT FROM FACTORY

WE PAY THE FREIGHT

## No. 0726

**26 3/4 Cts.**  
PER ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$5.35  | \$8.03  | \$10.70 |

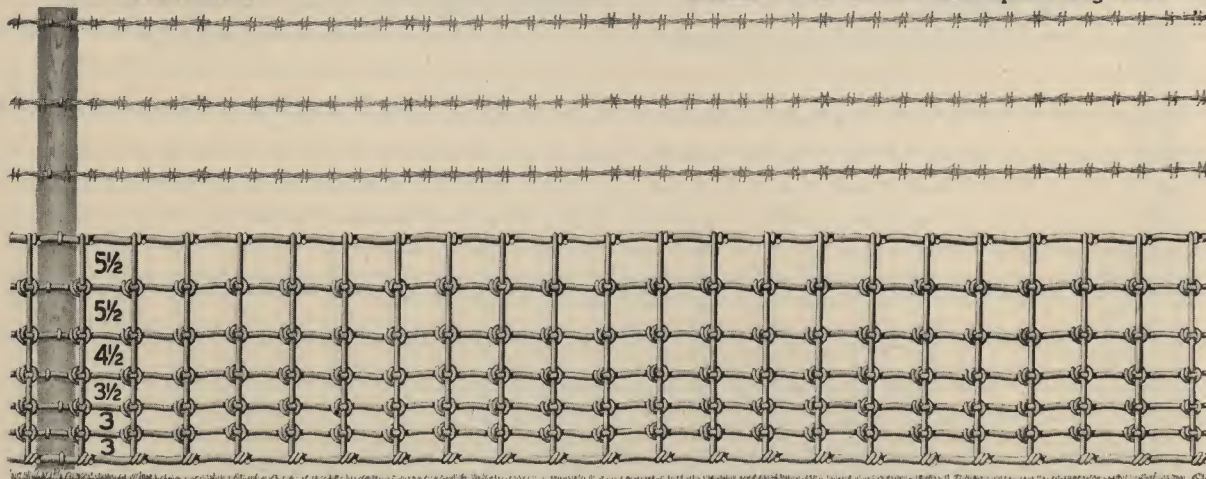
### Standard Specifications

Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

## No. 0726

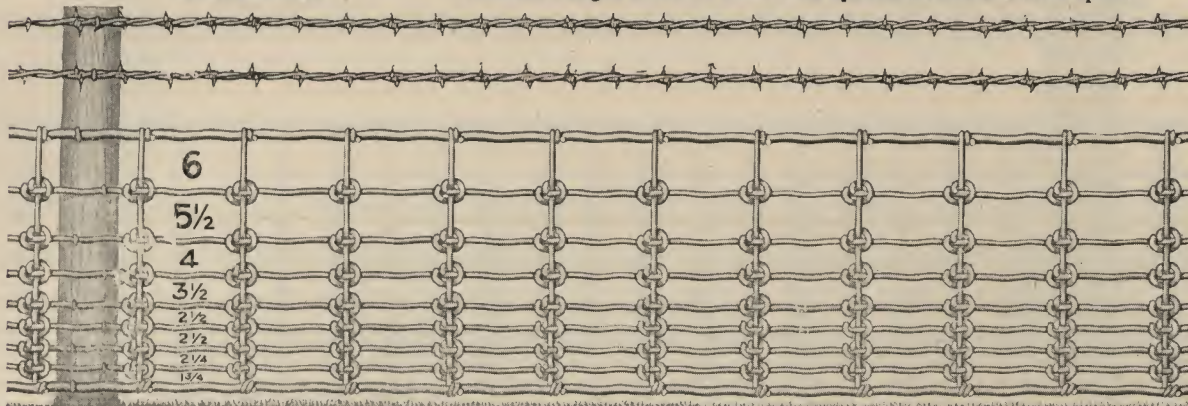
## Standard 7 bar 26 inch close spaced hog fence





No. 928-13

Medium weight 9 bar 28 inch close spaced Southern States special



No. 928-13

**21 <sup>3</sup>/<sub>4</sub> Cts.**  
**PER**  
**ROD**

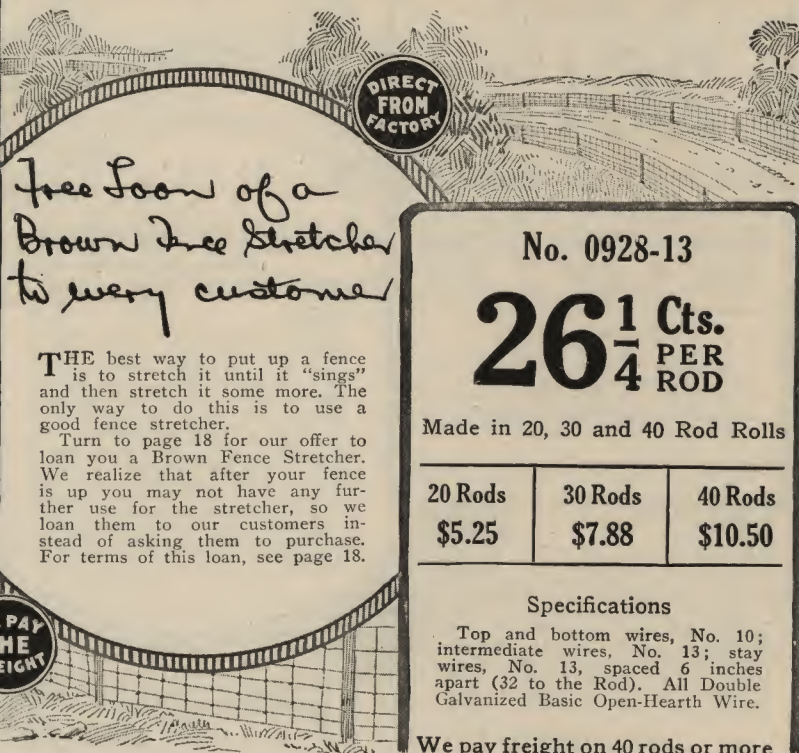
Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$4.35  | \$6.53  | \$8.70  |

**Specifications**

Top and bottom wires, No. 10; intermediate wires, No. 13; stay wires, No. 13, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more



*Free Loan of a Brown Fence Stretcher to every customer*

THE best way to put up a fence is to stretch it until it "sings" and then stretch it some more. The only way to do this is to use a good fence stretcher.

Turn to page 18 for our offer to loan you a Brown Fence Stretcher. We realize that after your fence is up you may not have any further use for the stretcher, so we loan them to our customers instead of asking them to purchase. For terms of this loan, see page 18.

No. 0928-13

**26 <sup>1</sup>/<sub>4</sub> Cts.**  
**PER**  
**ROD**

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$5.25  | \$7.88  | \$10.50 |

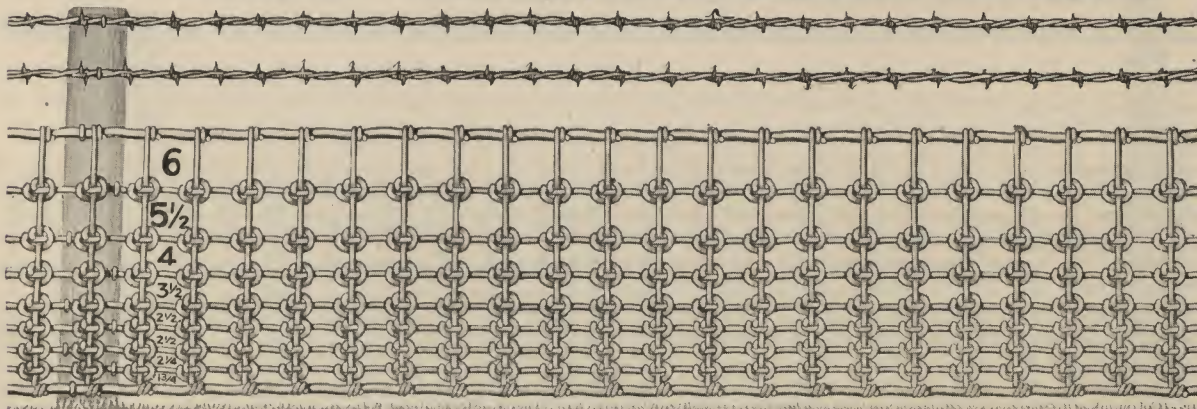
**Specifications**

Top and bottom wires, No. 10; intermediate wires, No. 13; stay wires, No. 13, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

No. 0928-13

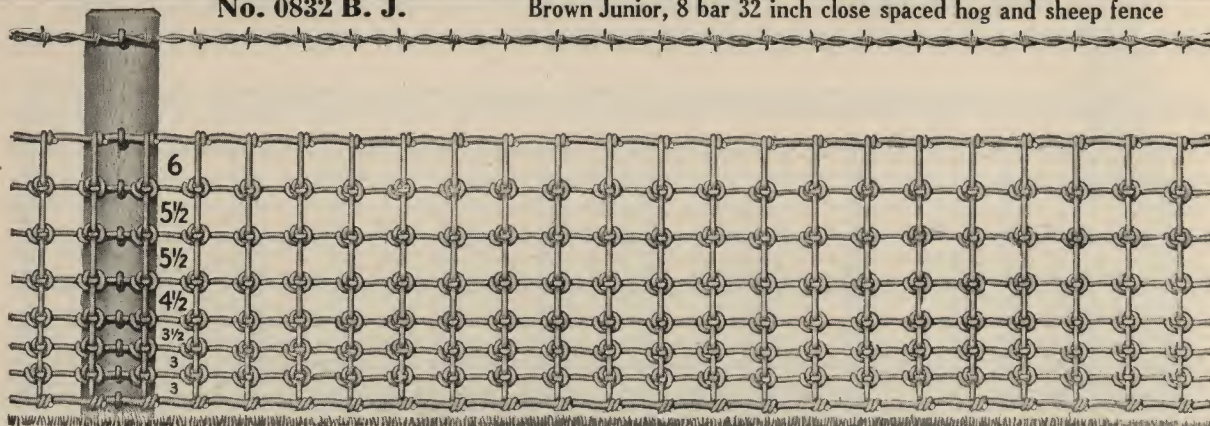
Medium weight 9 bar 28 inch extra close spaced Razor-back hog special





No. 0832 B. J.

Brown Junior, 8 bar 32 inch close spaced hog and sheep fence



No. 0832-B. J.

**20<sup>1</sup>/<sub>4</sub>** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$4.05  | \$6.08  | \$8.10  |

**Specifications**

Top and bottom wires, No. 11; intermediate wires, No. 14; stay wires, No. 14, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Think of it! More than 25 million rods now in service*

TIME was when a farmer had to buy a "pig in a poke", but so far as fence business is concerned—that is over now. You can safely purchase where 500,000 other farmers have secured satisfaction. You can safely buy from the factory that has supplied half a million farmers with thirty-five million rods of fence. You know what it takes to keep customers in these days—it takes quality—and mighty high quality at that. Our record speaks for itself.

DIRECT FROM FACTORY

WE PAY THE FREIGHT

No. 0726-B. J.

**17<sup>1</sup>/<sub>2</sub>** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$3.50  | \$5.25  | \$7.00  |

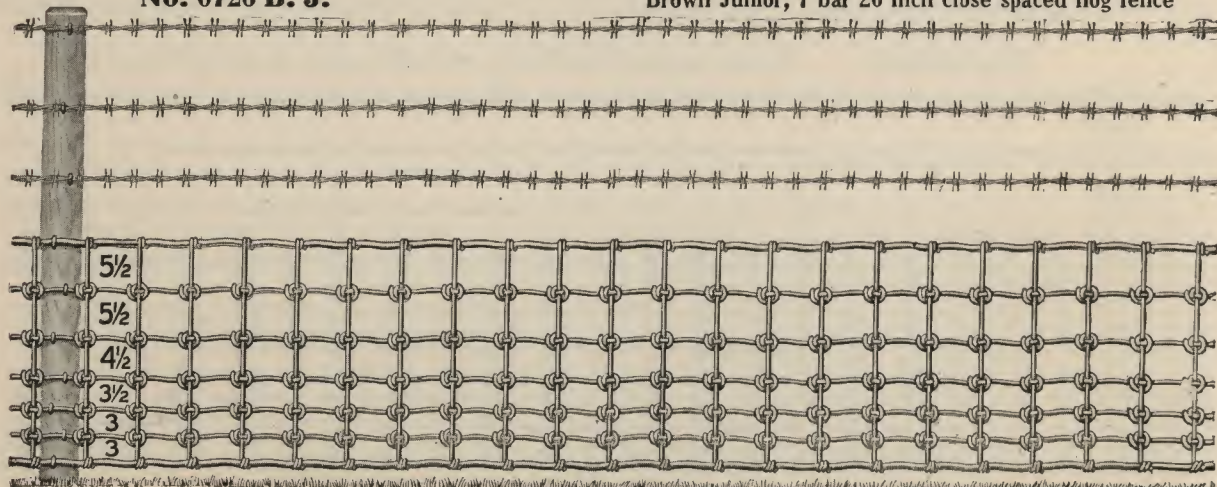
**Specifications**

Top and bottom wires, No. 11; intermediate wires, No. 14; stay wires, No. 14, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

No. 0726 B. J.

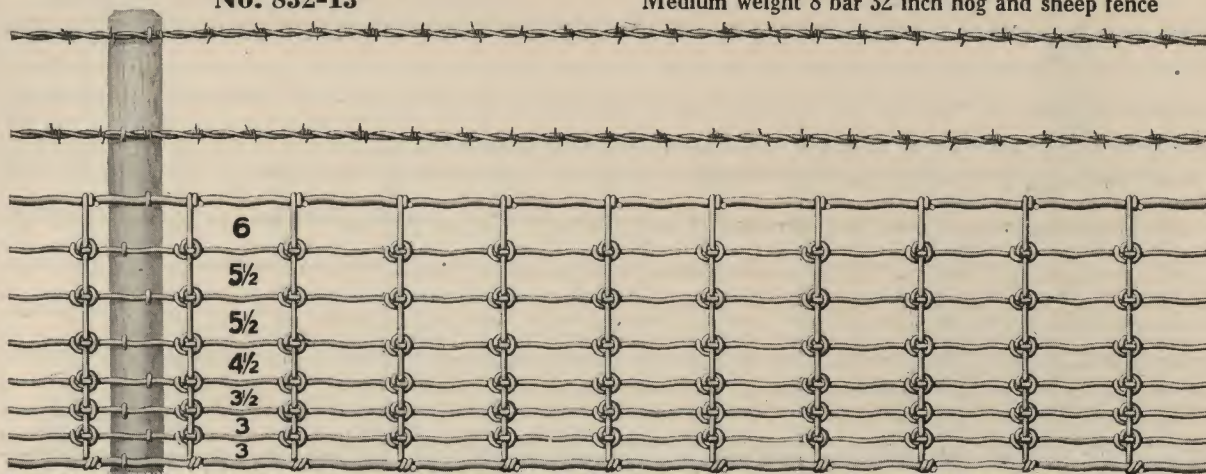
Brown Junior, 7 bar 26 inch close spaced hog fence





No. 832-13

Medium weight 8 bar 32 inch hog and sheep fence



No. 832-13

**21 1/4** Cts. PER ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$4.25  | \$6.38  | \$8.50  |

**Specifications**

Top and bottom wires, No. 10; intermediate wires, No. 13; stay wires, No. 13, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*It takes mighty good fence to back up our guarantee*

THE way some fences are guaranteed leaves a loop-hole for some manufacturers to "crawl out". How anyone can determine the quality of a fence by a thirty days' trial is more than I can make out. There is only one guarantee that means anything, and that is the kind that Brown makes on *Brown* Fences. Read the guarantee and see how it protects you against disappointment. You'll find it on the first page—right where we want everyone to see it at once.

DIRECT FROM FACTORY

WE PAY THE FREIGHT

No. 0832-13

**25 1/2** Cts. PER ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$5.10  | \$7.65  | \$10.20 |

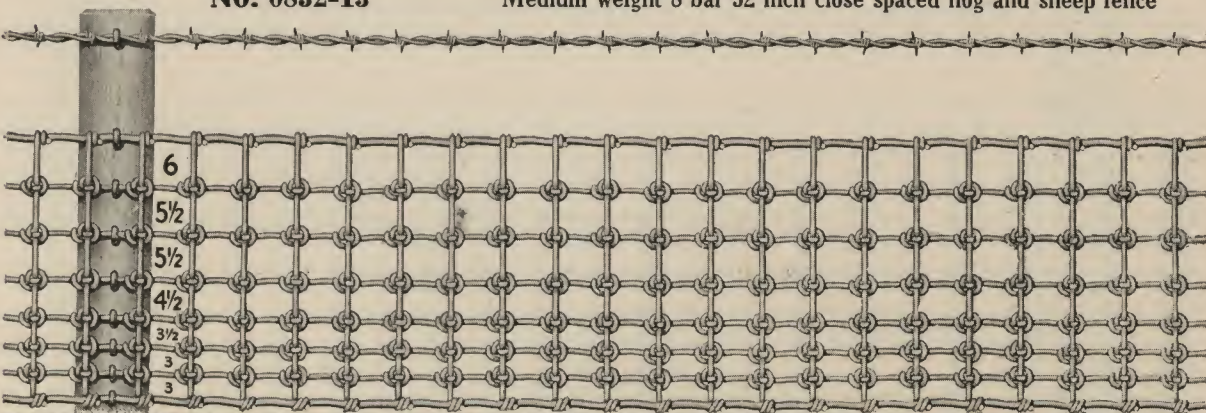
**Specifications**

Top and bottom wires, No. 10; intermediate wires, No. 13; stay wires, No. 13, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

No. 0832-13

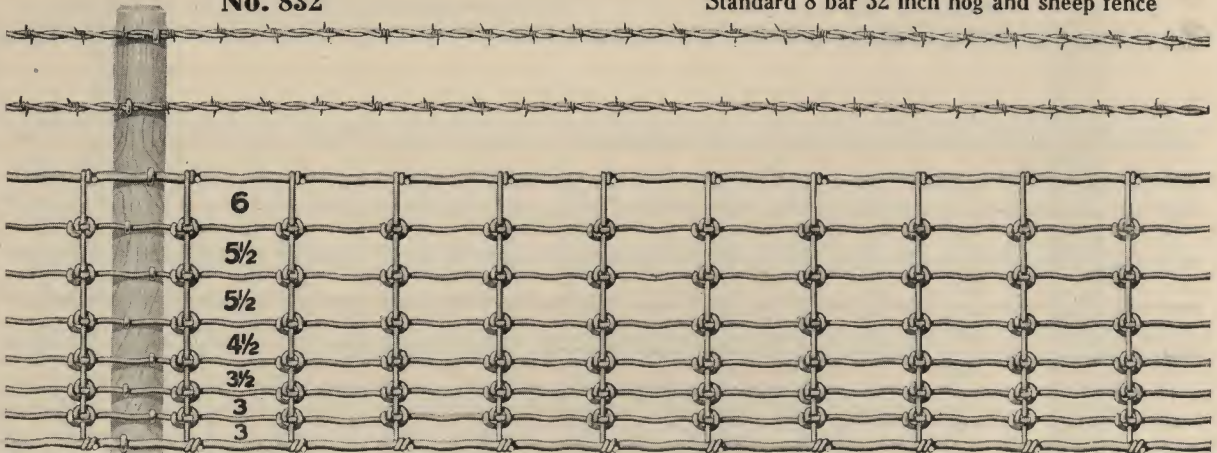
Medium weight 8 bar 32 inch close spaced hog and sheep fence





No. 832

Standard 8 bar 32 inch hog and sheep fence



No. 832

**24**  $\frac{3}{4}$  Cts. PER ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$4.95  | \$7.43  | \$9.90  |

#### Standard Specifications

Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*You can't make silk out of any saw's for — can you?*

NEITHER can you make a poor quality fence last as long as Brown Fence, because the stuff isn't there. The fence is not made of good wire—is not galvanized heavily—is not carefully woven. Fence quality must be built in at the factory—it can't be talked in by the salesman. When you buy Brown Fence you know in advance that you're getting high quality for every dollar you spend—and no uncertainty. Isn't that the best way to buy—on a sure basis?

DIRECT FROM FACTORY

WE PAY THE FREIGHT

No. 0832

**30**  $\frac{3}{4}$  Cts. PER ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$6.15  | \$9.23  | \$12.30 |

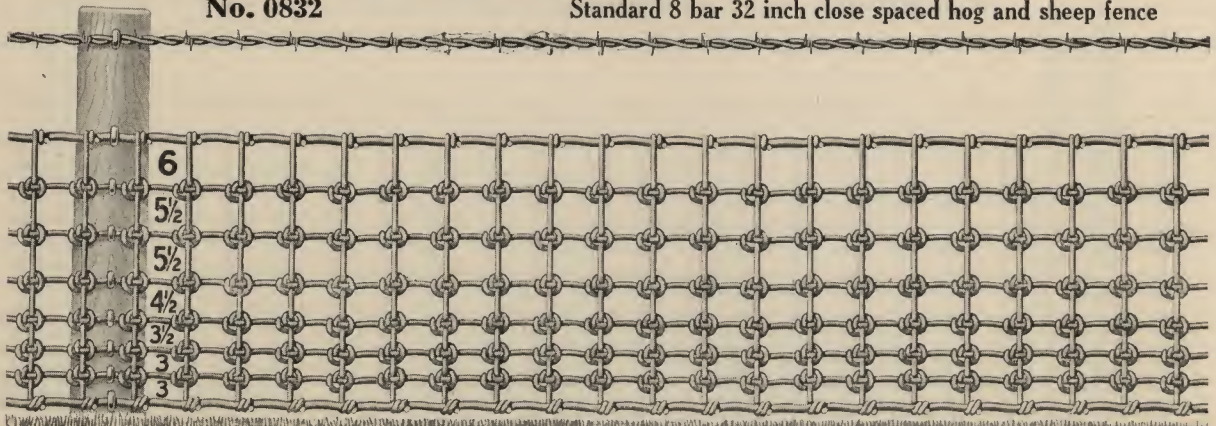
#### Standard Specifications

Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

No. 0832

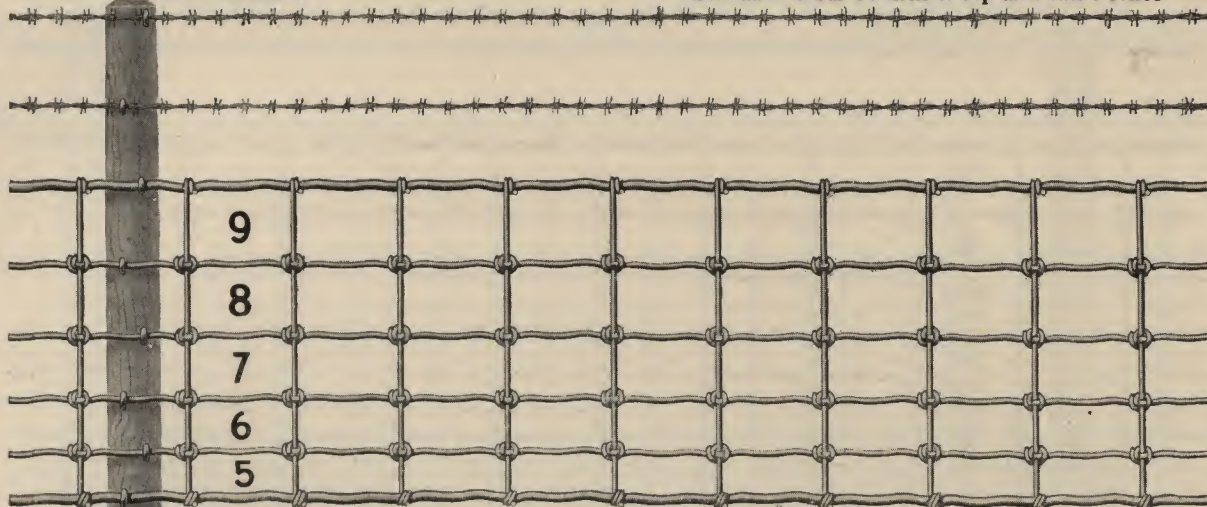
Standard 8 bar 32 inch close spaced hog and sheep fence





No. 635

Standard 6 bar 36 inch sheep and cattle fence



No. 635

**22** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$4.40  | \$6.60  | \$8.80  |

**Standard Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Wm. C. Heiser says  
Brown Fence looks  
best alongside others*

Wm. C. Heiser, R. F. D. No. 3,  
Box No. 70, Port Clinton, O.,  
writes:

"I have put up a great deal of fence, but have yet to find one that stretches better or looks neater than the Brown. The galvanizing does not chip off, nor are the wires so brittle that they break as they do in some brands. Brown Fence is the best in galvanizing, in size of wires and in length of coil. Besides, it is 4 to 7 cents per rod cheaper than any fence I know of."

**WE PAY  
THE  
FREIGHT**

**DIRECT  
FROM  
FACTORY**

No. 835

**25**<sup>3</sup>/<sub>4</sub> Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$5.15  | \$7.73  | \$10.30 |

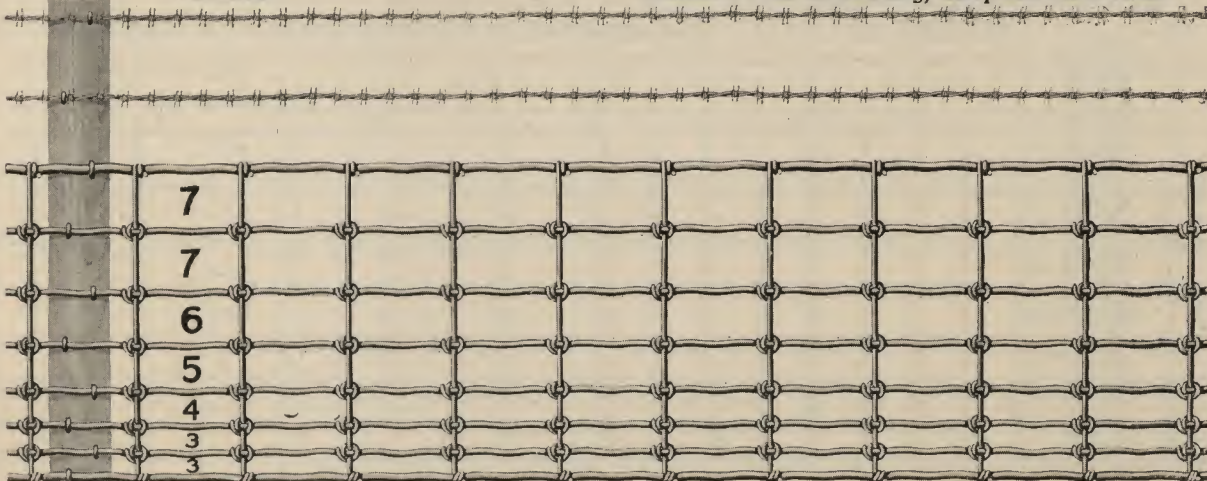
**Standard Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

No. 835

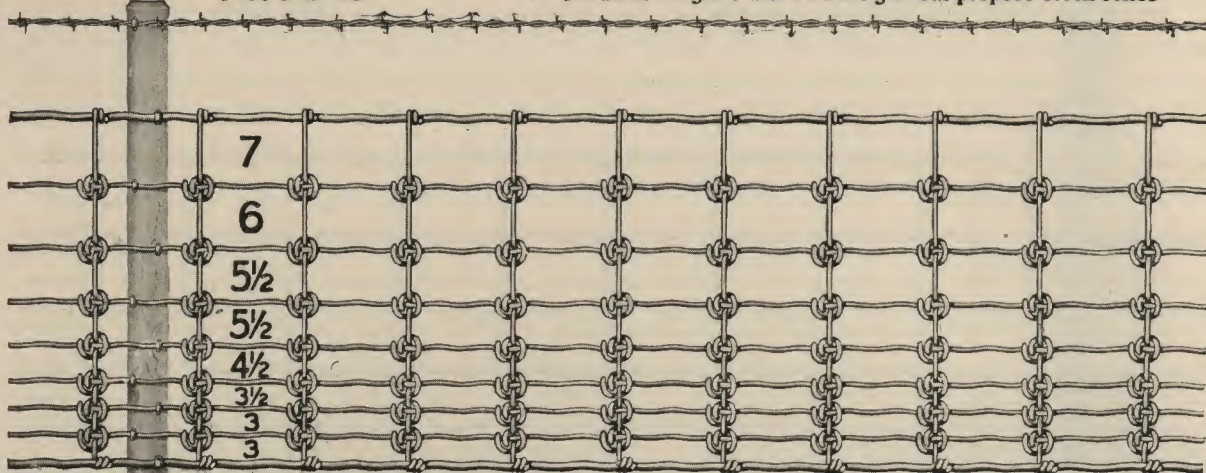
Standard 8 bar 36 inch hog, sheep and cattle fence





No. 939-13

Medium weight 9 bar 39 inch general purpose stock fence



No. 939-13

**23 $\frac{1}{4}$**  Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$4.65  | \$6.98  | \$9.30  |

**Specifications**

Top and bottom wires, No. 10; intermediate wires, No. 13; stay wires, No. 13, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

*Quick service is  
one reason why  
we have **FRIENDS***

WHEN you order fence, you want it in a hurry. You want it to arrive quick, whether you plan to put it up at once or not. In every case we aim to make shipment the same day order is received.

We have the finest shipping facilities in Ohio, with direct connection to all points in every direction. You need have no anxiety about any delay in our sending your order. **Steel Posts—We have a complete line—See pages 63, 64 and 65.**

**WE PAY  
THE  
FREIGHT**

No. 0939-13

**28 $\frac{1}{4}$**  Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$5.65  | \$8.48  | \$11.30 |

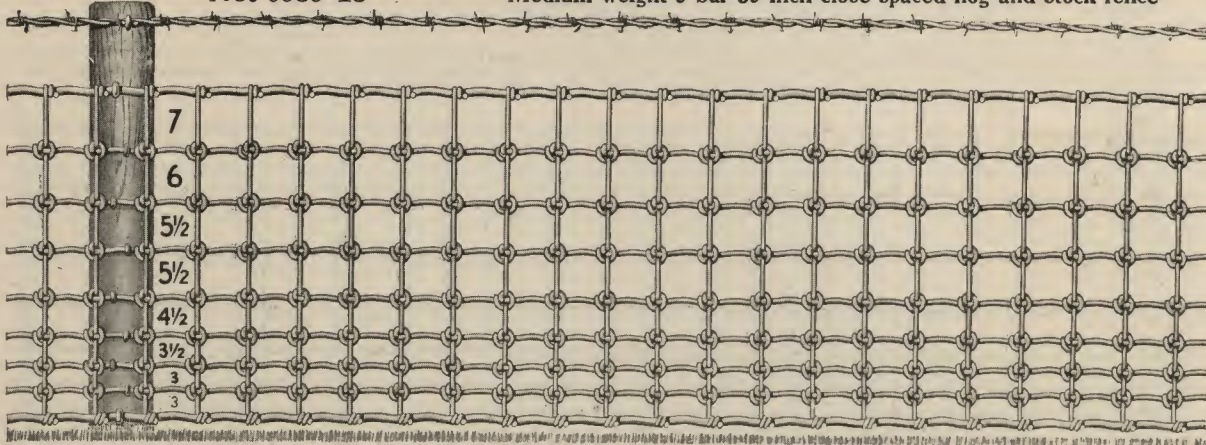
**Specifications**

Top and bottom wires, No. 10; intermediate wires, No. 13; stay wires, No. 13, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

No. 0939-13

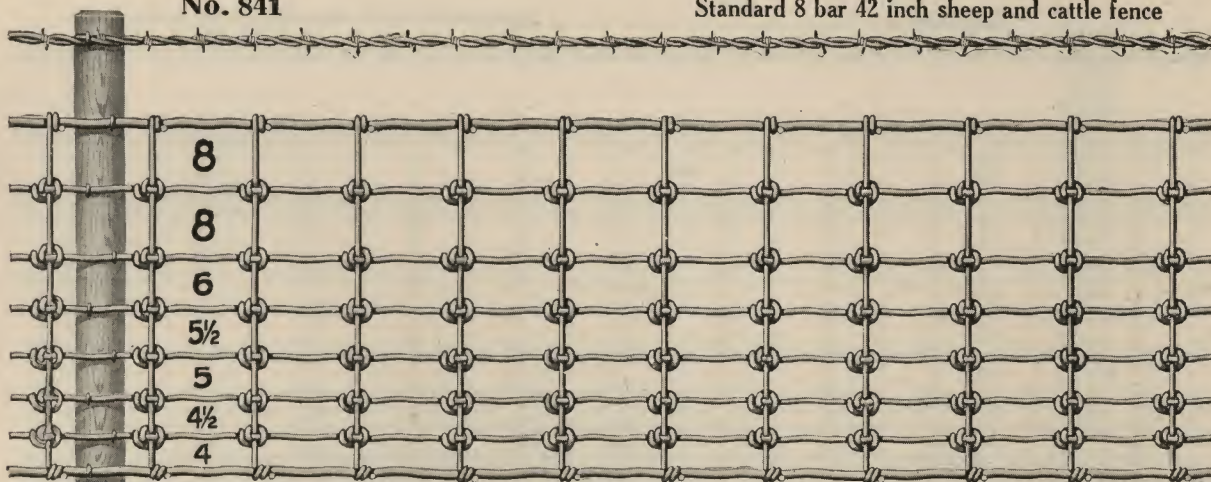
Medium weight 9 bar 39 inch close spaced hog and stock fence





No. 841

Standard 8 bar 42 inch sheep and cattle fence



No. 841

**26** <sup>3</sup>/<sub>4</sub> Cts. PER ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$5.35  | \$8.03  | \$10.70 |

**Standard Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more



*Brown knows how to make good fence — and DOES it!*

WE could save about \$200,000 a year by simply putting in a light flimsy stay wire and a light, flimsy knot in Brown Fence, but we know it is the wrong policy—that it is contrary to the building up of a permanent business—that in the end it would mean our downfall. From a selfish motive, if from no other, we make Brown Fence as good as we know how—as good as 33 years of experience has taught us.

No. 845

**27** <sup>1</sup>/<sub>4</sub> Cts. PER ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$5.45  | \$8.18  | \$10.90 |

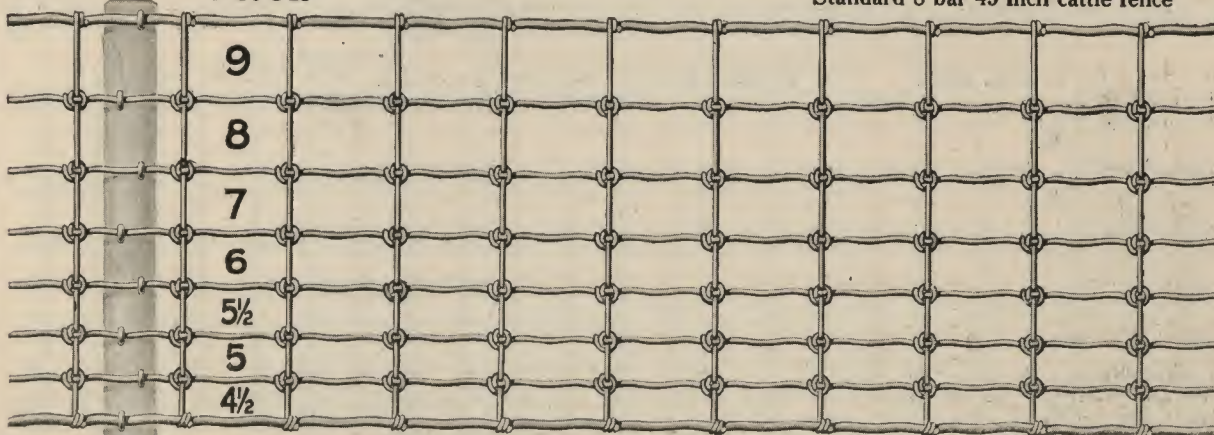
**Standard Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

No. 845

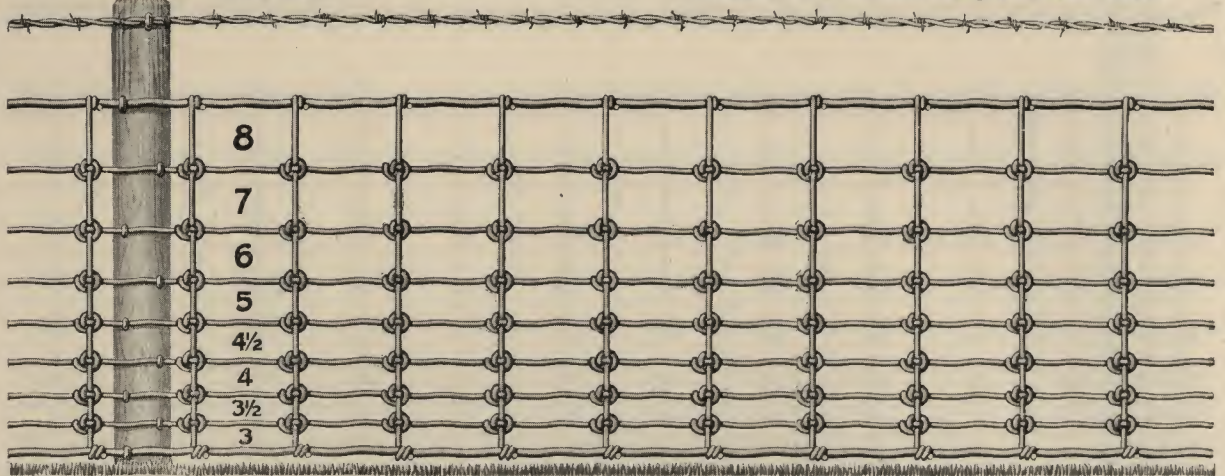
Standard 8 bar 45 inch cattle fence





No. 941

Standard 9 bar 42 inch sheep and cattle fence



No. 941

**28 Cts.**  
**PER**  
**ROD**

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$5.60  | \$8.40  | \$11.20 |

**Standard Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

*Three times as good for 1/2 the price! Read this!*

HERE is just another evidence that Brown Fence has them all beaten on *quality and price*: Martin Schupp, Davenport, Iowa, writes:

"I think the fence I bought from you will outlast three times the fence they sell here for about double the price. Am very glad you got my order, as I saved quite a little money and got a much better fence."

We recommend the use of a good Steel Post. See Pages 63, 64, and 65, where we show complete line and prices.

**DIRECT FROM FACTORY**

No. 0941

**35 <sup>3</sup>/<sub>4</sub> Cts.**  
**PER**  
**ROD**

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$7.15  | \$10.73 | \$14.30 |

**Standard Specifications**

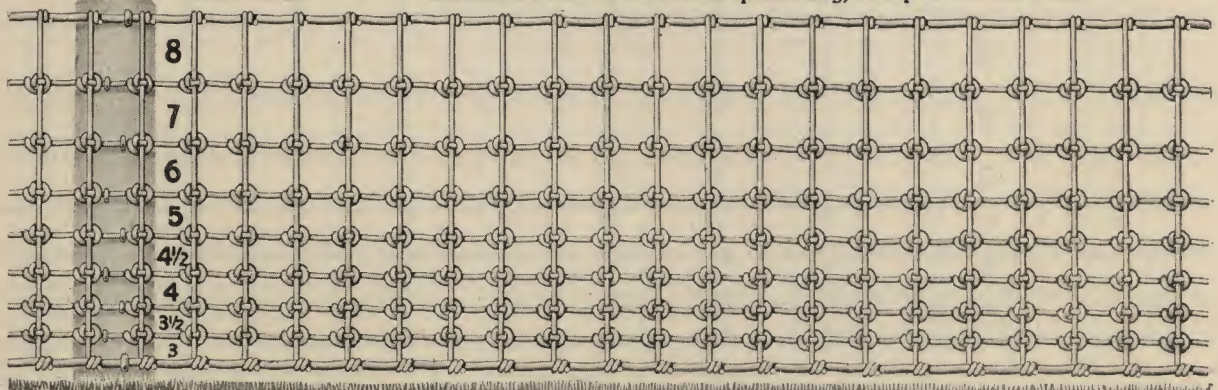
Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

**WE PAY THE FREIGHT**

No. 0941

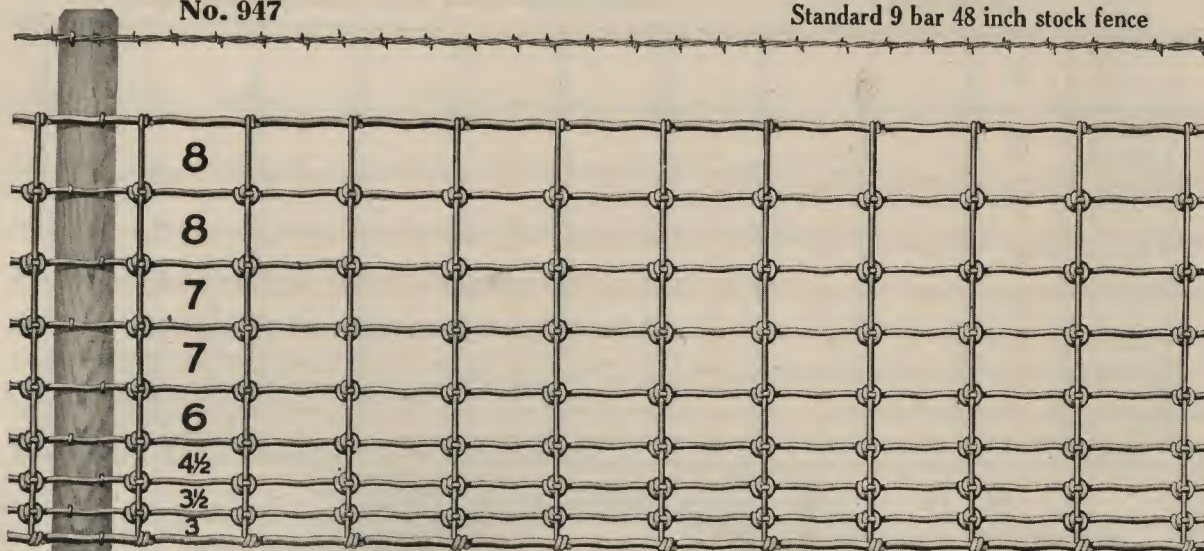
Standard 9 bar 42 inch close spaced hog, sheep and cattle fence





No. 947

Standard 9 bar 48 inch stock fence



No. 947

**29** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$5.80  | \$8.70  | \$11.60 |

**Standard Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Look how far our Poultry Fences!*

I FIRMLY believe that we have the finest line of poultry fences ever sold by any one manufacturer. I have received so many complimentary letters on the completeness of our poultry fence line and the quality of the fences, that I am indeed very proud of what we have accomplished for the farmers and poultry men of America on this fence proposition. There is no need for me to argue for the prices we ask because they are *their own best argument.*

Have posts as good as your fence — On Pages 63, 64 and 65 we show heaviest, strongest and cheapest Galvanized Posts made.

**WE PAY THE FREIGHT**

**DIRECT FROM FACTORY**

No. 0832-B. J.

**20** ¼ Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$4.05  | \$6.08  | \$8.10  |

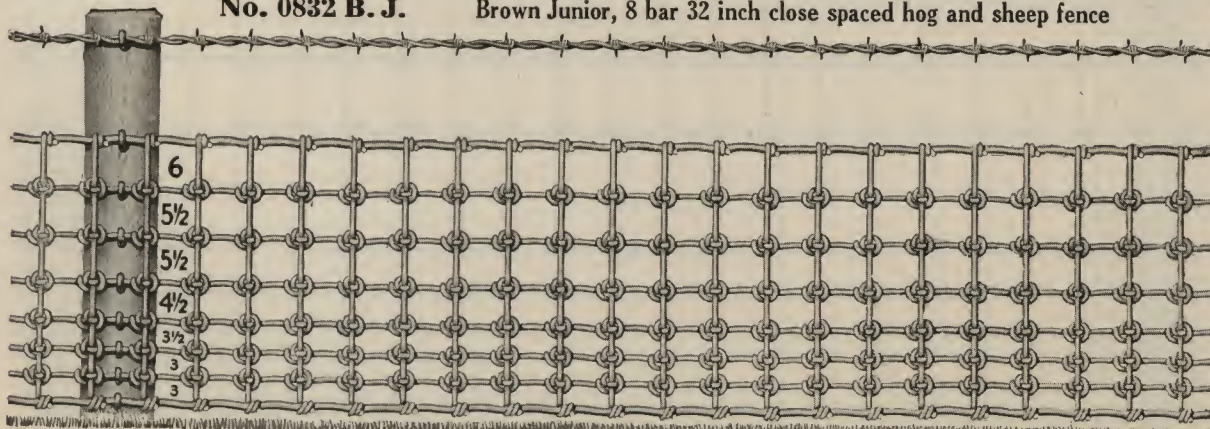
**Specifications**

Top and bottom wires, No. 11; intermediate wires, No. 14; stay wires, No. 14, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

No. 0832 B. J.

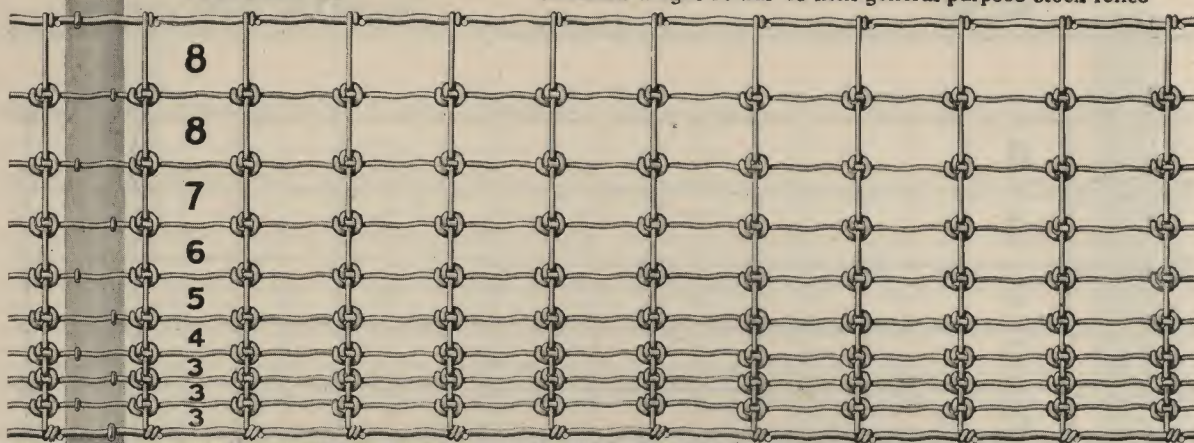
Brown Junior, 8 bar 32 inch close spaced hog and sheep fence





# No. 1047-13

# Medium weight 10 bar 48 inch general purpose stock fence



## No. 1047-13

**25 <sup>1</sup>/<sub>4</sub> Cts.**  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$5.05  | \$7.58  | \$10.10 |

### Specifications

Top and bottom wires, No. 10; intermediate wires, No. 13; stay wires, No. 13, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Don't argue with  
the freight agent —  
We've paid the bill!*

IF THE agent refuses to deliver Brown Fence to you, if you ordered 40 rods or more, pay the bill and get the agent's receipt—send the bill to us and we will immediately refund the money that you paid the agent and we will take the necessary steps to secure a refund from the Railroad Company. This saves you time—trouble and delay—one of the reasons why we prepay the freight, but there are others equally as important.

**WE PAY  
THE  
FREIGHT**

**DIRECT  
FROM  
FACTORY**

## No. 01047-13

**31 <sup>1</sup>/<sub>2</sub> Cts.**  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$6.30  | \$9.45  | \$12.60 |

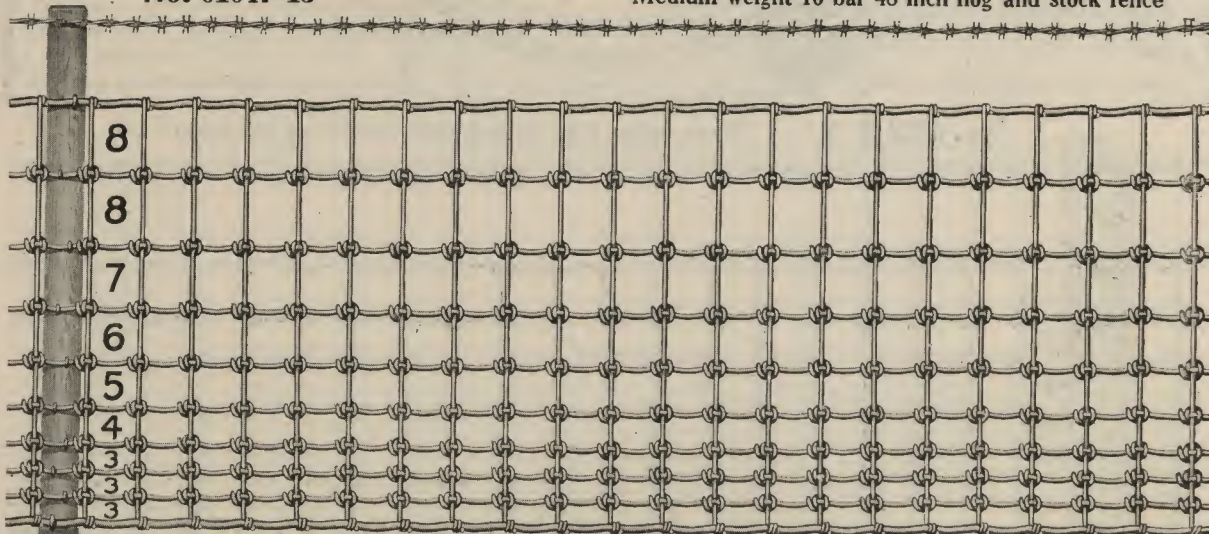
### Specifications

Top and bottom wires, No. 10; intermediate wires, No. 13; stay wires, No. 13, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

## No. 01047-13

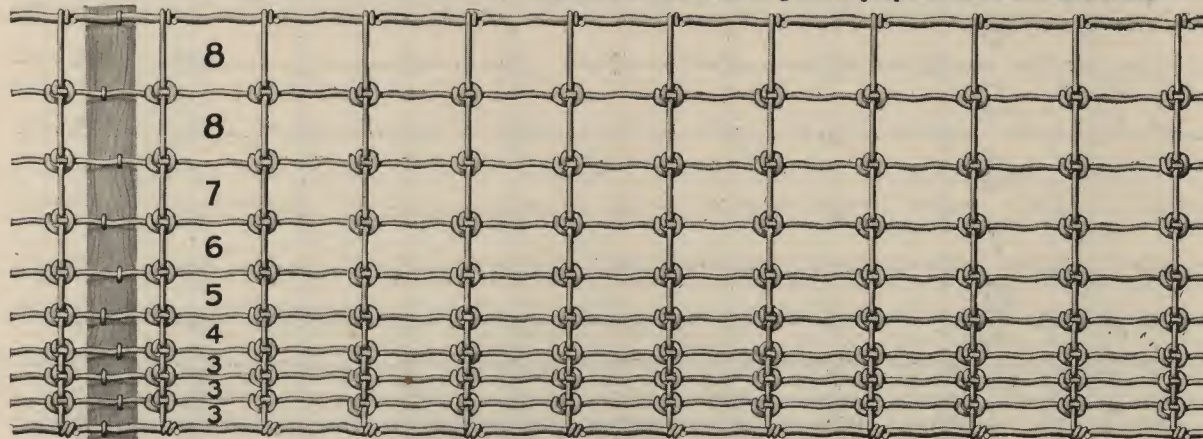
## Medium weight 10 bar 48 inch hog and stock fence





No. 1047

Standard 10 bar 48 inch general purpose field and stock fence



No. 1047

**30** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$6.00  | \$9.00  | \$12.00 |

**Standard Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Don't forget to  
order a few gates  
with your fencing!*

**RIGHT** now, while you're figuring on putting up some new fencing, is the time to figure on putting up a few new gates. And if you buy your fencing through this catalogue, you'll save enough to pay for the gates. Compare prices. That's all I ask. There is no question about the higher quality of Brown Fences and Gates.

We recommend the use of a good Steel Post. See Pages 63, 64 and 65, where we show complete line and prices.

**DIRECT  
FROM  
FACTORY**

No. 01047

**39** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$7.80  | \$11.70 | \$15.60 |

**Standard Specifications**

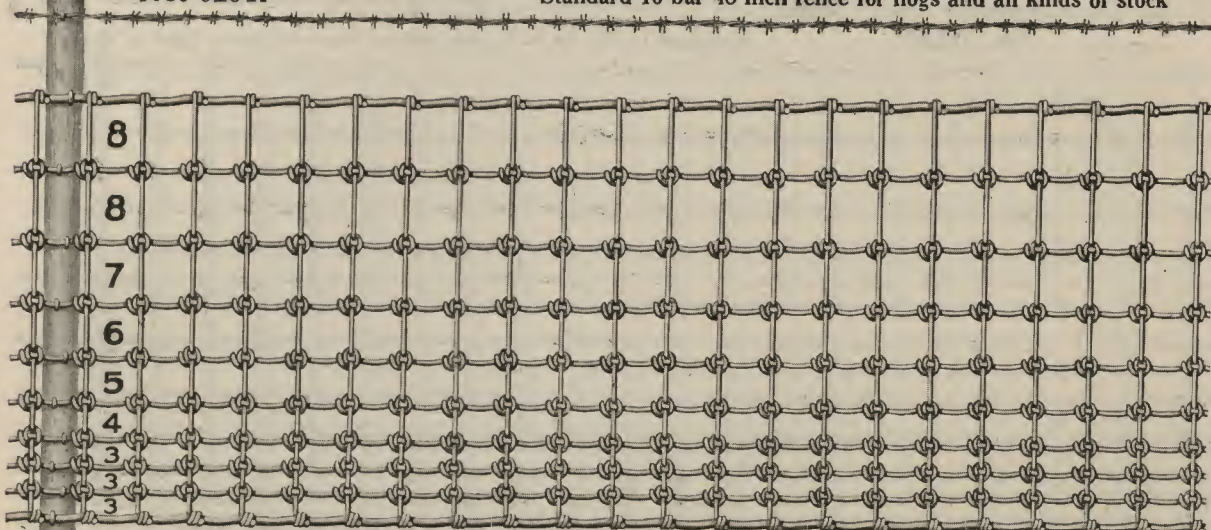
Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

**WE PAY  
THE  
FREIGHT**

No. 01047

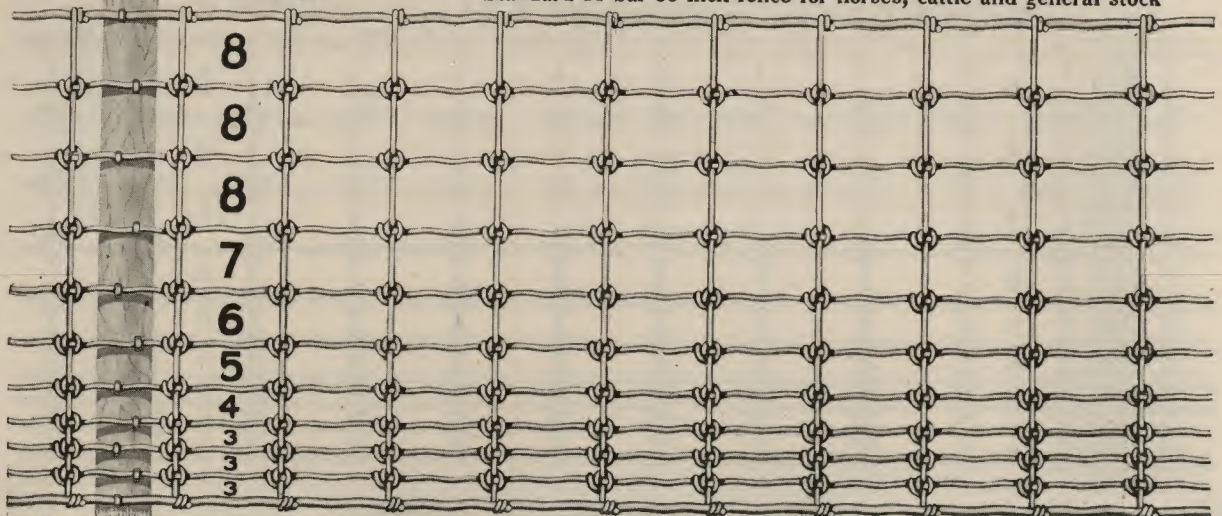
Standard 10 bar 48 inch fence for hogs and all kinds of stock





No. 1155

Standard 11 bar 55 inch fence for horses, cattle and general stock



No. 1155

**34** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$6.80  | \$10.20 | \$13.60 |

**Standard Specifications**  
Top and bottom wires, No. 9;  
intermediate wires, No. 12; stay  
wires, No. 12, spaced 12 inches  
apart (16 to the Rod). All Double  
Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Here's a mighty  
interesting letter  
from S.S. Moyer!*

MR. Samuel S. Moyer, Stouch-  
burg, Pa., writes: "The fence  
I received from you five years ago  
is just as good today as the day  
I put it up. My neighbor put up  
a fence he bought from another  
company about three years later  
and his fence is all over rust,  
but he says he wants your fence  
next time. Your fence saved me  
5 cents on every rod, besides it  
will last so much longer. A  
neighbor bought some of your fence  
two years ago, which is in fine  
condition."

DIRECT  
FROM  
FACTORY

No. 01155

**44** <sup>1</sup>/<sub>4</sub> Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$8.85  | \$13.28 | \$17.70 |

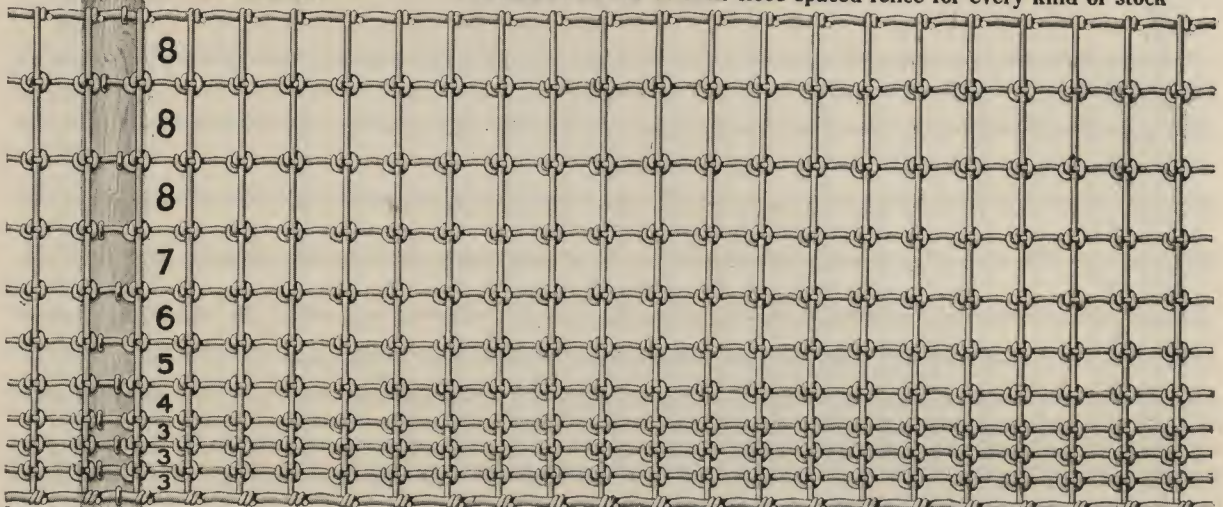
**Standard Specifications**

Top and bottom wires, No. 9;  
intermediate wires, No. 12; stay  
wires, No. 12, spaced 6 inches  
apart (32 to the Rod). All Double  
Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

No. 01155

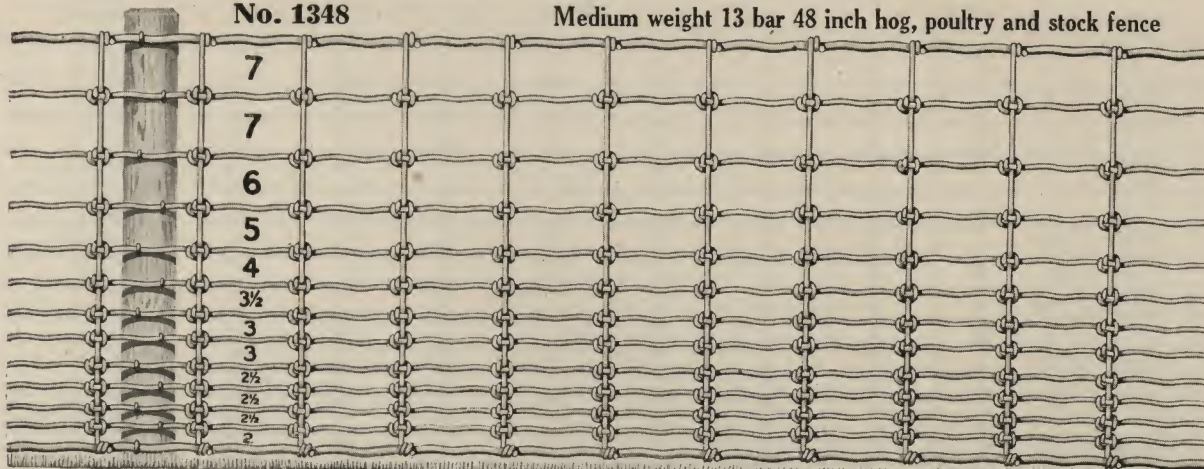
Standard 11 bar 55 inch close spaced fence for every kind of stock





# No. 1348

Medium weight 13 bar 48 inch hog, poultry and stock fence



# No. 1348

**31 Cts. PER ROD**

Made in 10, 20, 30, 40 Rod Rolls

| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|---------|
| \$3.10  | \$6.20  | \$9.30  | \$12.40 |

## Specifications

Top and bottom wires, No. 10; intermediate wires, No. 13; stay wires, No. 13, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Says the Reverend A. M. Jaschke—"I really received a bargain!"*

THE Rev. A. M. Jaschke, Grant Forks, Ill., writes:

"The 50 rods of fencing which I bought from you are put up and every Sunday and during the week some of my parishioners, always interested in what their pastor does—especially outside of the church—are inspecting it closely. I myself am more than convinced that considering quality, I really received a bargain."

We recommend the use of a good Steel Post. See Pages 63, 64 and 65 where we show complete line and prices.

**WE PAY THE FREIGHT**

**DIRECT FROM FACTORY**

# No. 01348

**38 1/4 Cts. PER ROD**

Made in 10, 20, 30, 40 Rod Rolls

| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|---------|
| \$3.83  | \$7.65  | \$11.48 | \$15.30 |

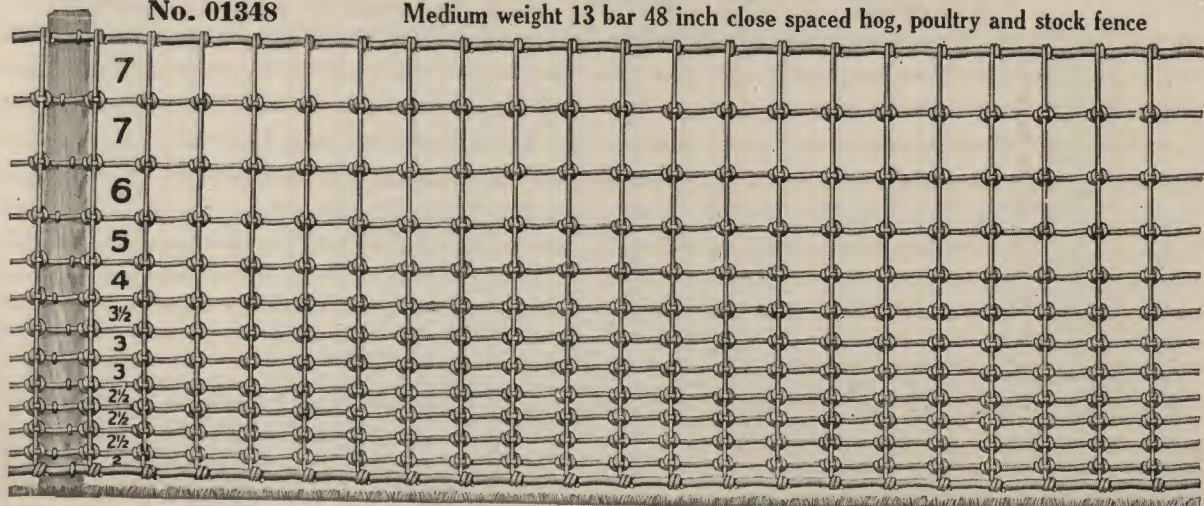
## Specifications

Top and bottom wires, No. 10; intermediate wires, No. 13; stay wires, No. 13, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

# No. 01348

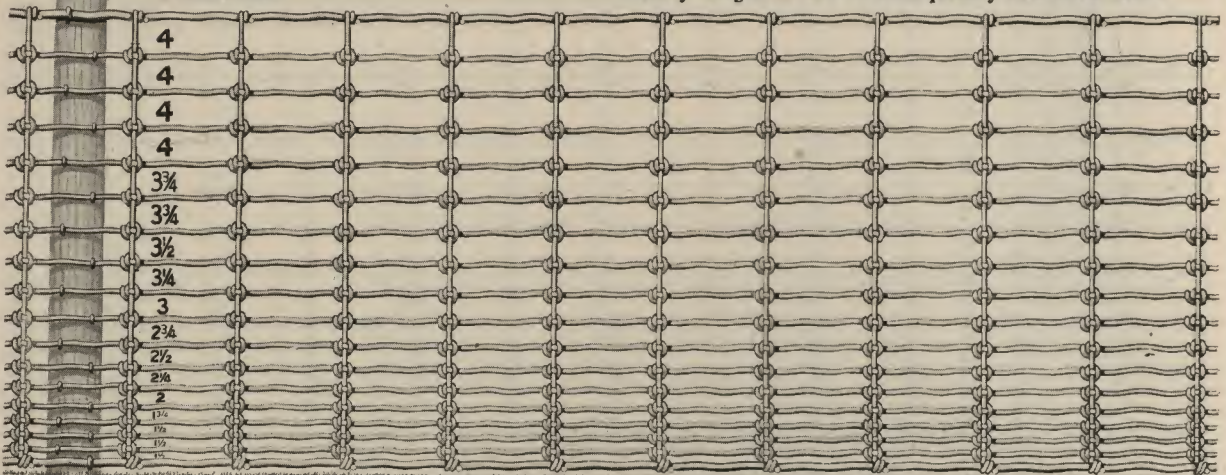
Medium weight 13 bar 48 inch close spaced hog, poultry and stock fence





No. 1849

Heavy weight 18 bar 49 inch poultry and stock fence



No. 1849

**47 <sup>3</sup>/<sub>4</sub> Cts.**  
**PER**  
**4 ROD**

Made in 10, 20, 30, 40 Rod Rolls

| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|---------|
| \$4.78  | \$9.55  | \$14.33 | \$19.10 |

**Standard Specifications**

Top and bottom wires, No. 9;  
intermediate wires, No. 12; stay  
wires, No. 12, spaced 12 inches  
apart (16 to the Rod). All Double  
Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

*Two mighty fine  
fences, worthy of  
any man's farm*

THE size and quality in the wire  
of these two fences is the same  
as used in all our standard farm  
fences.

They are made to supply those  
who desire an extra close spaced  
poultry proof fence with material  
heavy enough to turn all kinds of  
farm stock. We strongly recom-  
mend them as a general purpose  
combination poultry and stock proof  
fence, and for that purpose will  
prove to be the best fence purchase  
you could possibly have made.

**WE PAY  
THE  
FREIGHT**

**DIRECT  
FROM  
FACTORY**

No. 01849

**57 Cts.**  
**PER**  
**ROD**

Made in 10, 20, 30, 40 Rod Rolls

| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|---------|
| \$5.70  | \$11.40 | \$17.10 | \$22.80 |

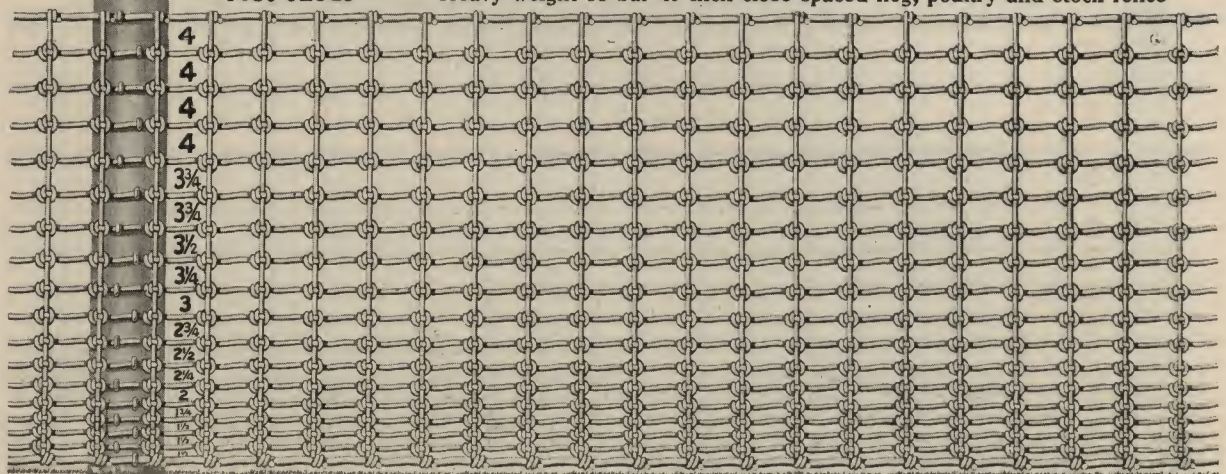
**Standard Specifications**

Top and bottom wires, No. 9;  
intermediate wires, No. 12; stay  
wires, No. 12, spaced 6 inches  
apart (32 to the Rod). All Double  
Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

No. 01849

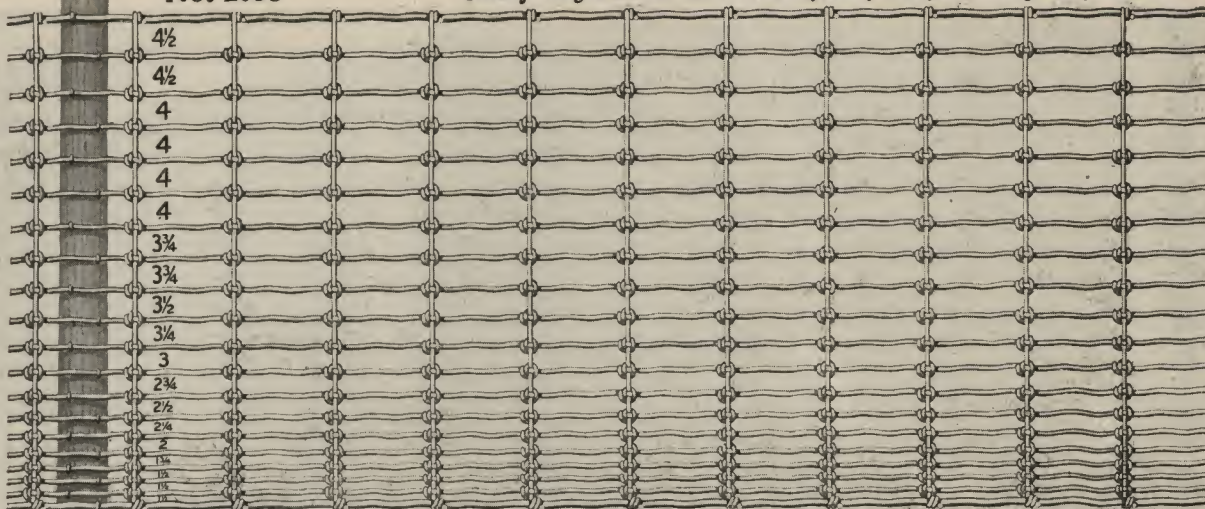
Heavy weight 18 bar 49 inch close spaced hog, poultry and stock fence





No. 2058

Heavy weight 20 bar 58 inch field, lane, barnyard and poultry fence



No. 2058

**52** <sup>3</sup>/<sub>4</sub> Cts.  
PER  
ROD

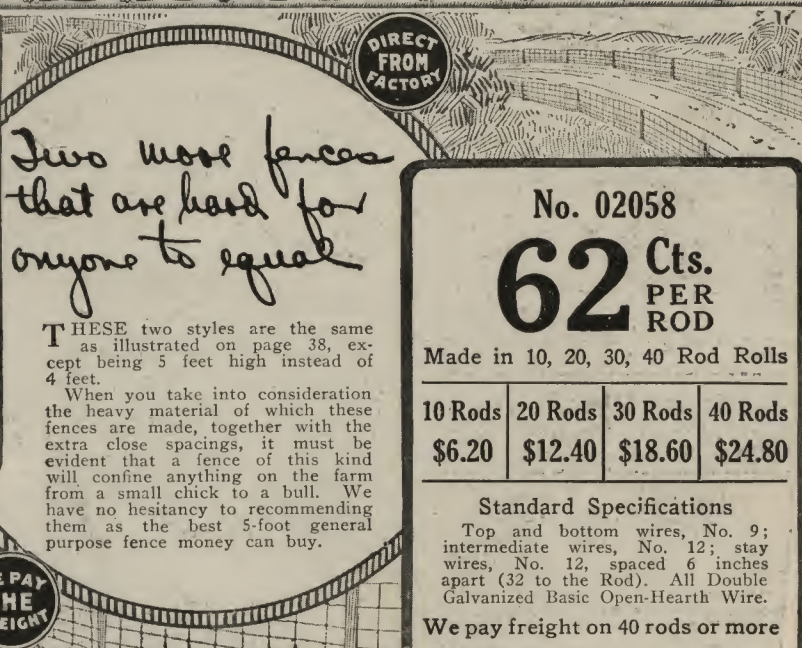
Made in 10, 20, 30, 40 Rod Rolls

| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|---------|
| \$5.28  | \$10.55 | \$15.83 | \$21.10 |

**Standard Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**



THESE two styles are the same as illustrated on page 38, except being 5 feet high instead of 4 feet.

When you take into consideration the heavy material of which these fences are made, together with the extra close spacings, it must be evident that a fence of this kind will confine anything on the farm from a small chick to a bull. We have no hesitancy to recommending them as the best 5-foot general purpose fence money can buy.

**WE PAY THE FREIGHT**

No. 02058

**62** Cts.  
PER  
ROD

Made in 10, 20, 30, 40 Rod Rolls

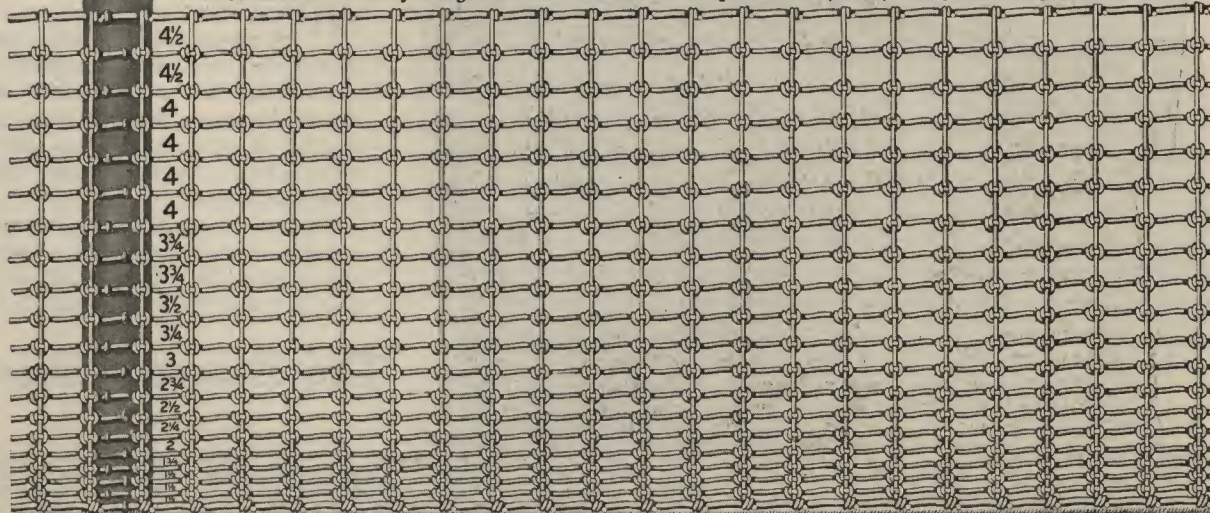
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|---------|
| \$6.20  | \$12.40 | \$18.60 | \$24.80 |

**Standard Specifications**

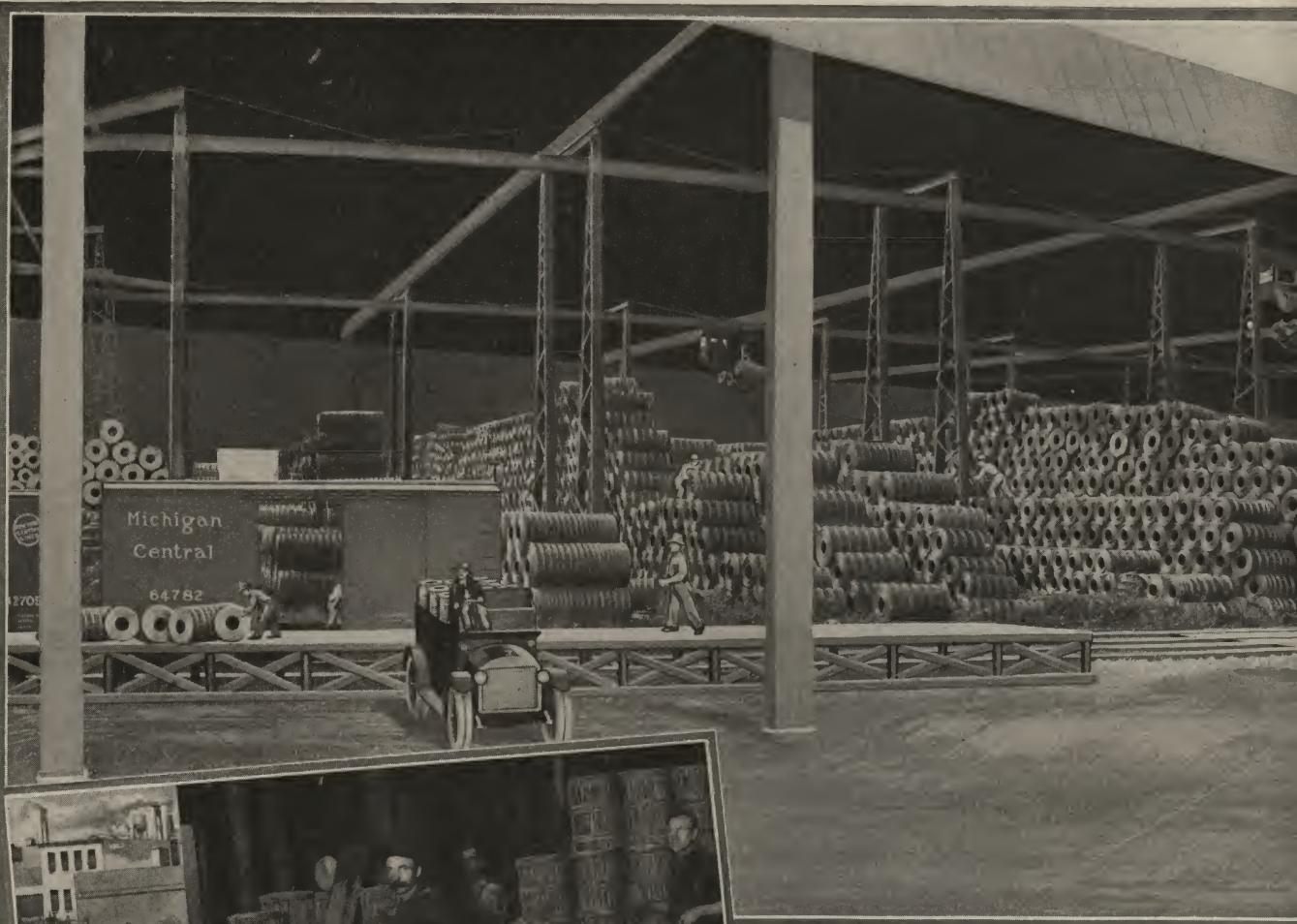
Top and bottom wires, No. 9; intermediate wires, No. 12; stay wires, No. 12, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

No. 02058 Heavy weight 20 bar 58 inch close spaced field, lane, barnyard and poultry fence







## Your Order Filled Shipped Promptly

WE ARE well equipped to make prompt shipment of every order we receive. Our distributing warehouses, located north, east, south and west, are completely stocked with Crown Fence and Gates, and the moment your order is received your fence or gates are ordered shipped to you by fast freight, from our warehouse nearest you.

Here in Cleveland we carry immense stocks of every size and style of fence illustrated and described in this catalogue. If we find it advisable, we ship direct from here, in which case

## The Brown Fence & Wire





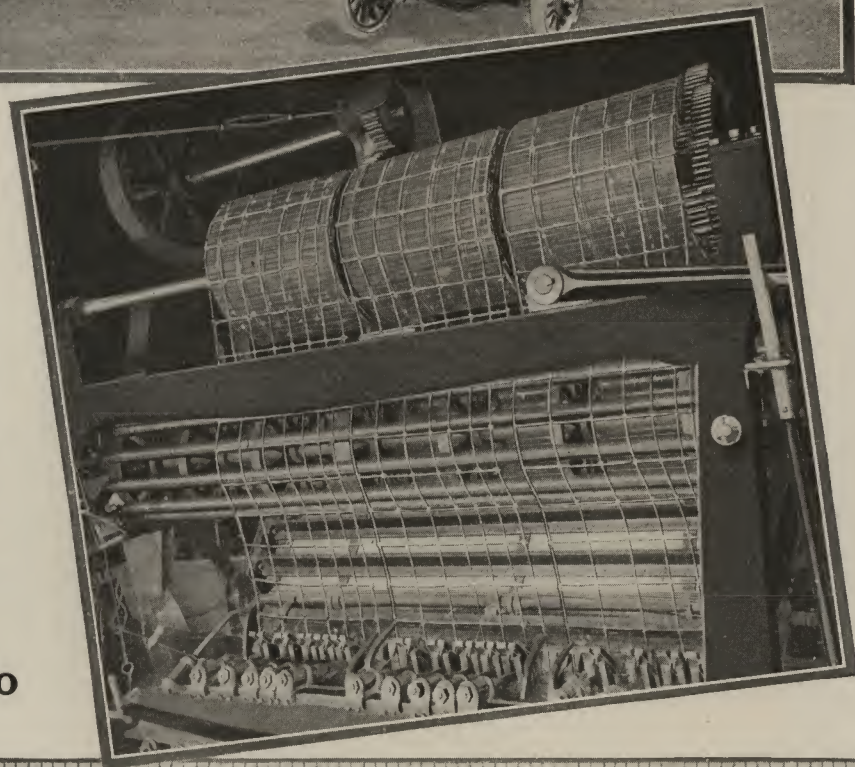
## led Quickly and y, Freight Prepaid

your order is sent to you on the day we receive it or on the following day at the latest.

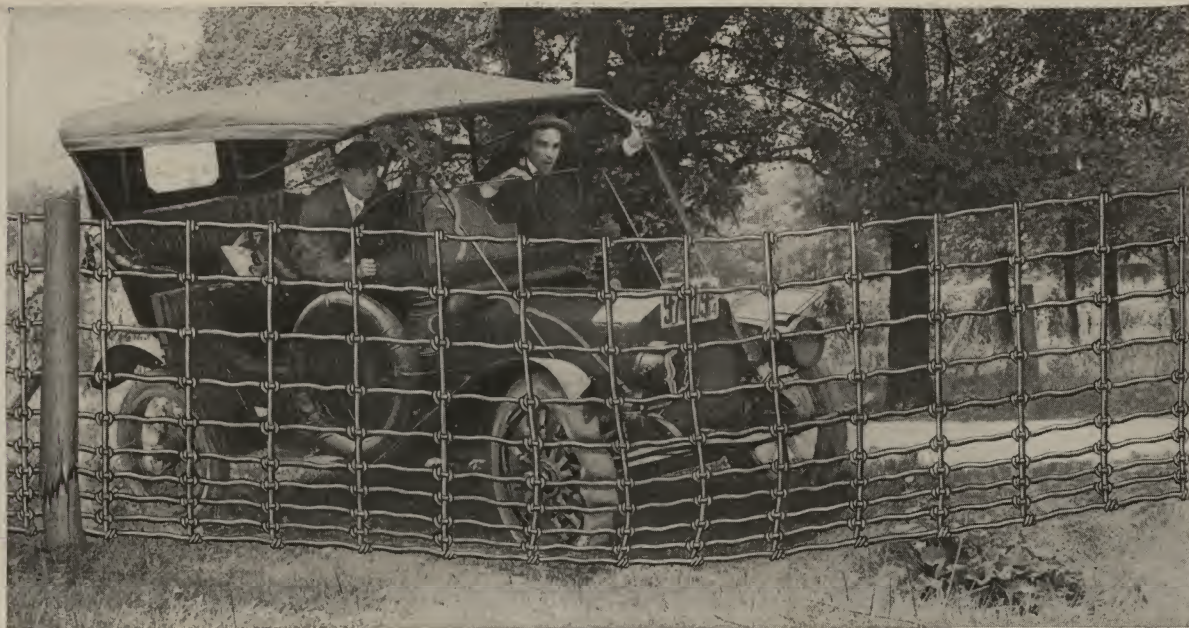
Our customers appreciate the quick service we give them and their orders. In addition to relieving them of all expense and annoyance of paying the freight, we *ship promptly* and prevent delays insofar as it is within our power.

Always remember that we make prompt shipment—and that we prepay the freight charges on 40 rods or more of fencing, on all gates, when ordered with 40 or more rods of fencing and on any order of five gates or more, even if ordered alone.

Wire Co., Cleveland, Ohio







## Big No. 9 Wires! Every Strand Stands a Breaking Strain of 2000 to 2400 pounds

**B**IG, massive wires, from top to bottom and as far as the fence stretches. Wires that it takes 2,400 pounds pulling strength to break! Wire that has **twice** the strength of ordinary commercial wire of the **same gauge**—wire that stands up and resists the elements year after year and for **many** years **longer** than ordinary wire. That's what Brown's Big Extra Heavy All No. 9 Wire means. Can you imagine a fence so strong? Think of a 6, 7, 8, 9 or 10 bar fence like that—every wire capable of withstanding a pressure of over a ton. Think how strong and durable such a fence must be. Can you imagine better protection from the strongest, most unruly bull? Can you ask for a better fence from **any** standpoint of durability and economy? No, Sir! There's none better made at **any** price.

In the preceding pages we have illustrated our **Standard Fences**, among which can be found some style which is particularly adapted and especially made for enclosing shoats, pigs, sheep, goats, cattle and horses. They comprise our big sellers for two reasons: First, because they contain material of even heavier weight and better galvanized than most other standard woven fences made, and second, because our prices save our customers big money.

### Stands like a stone wall

While these styles will meet every fence requirement and be absolutely satisfactory, there's a growing demand for even heavier and stronger fences than our standard makes. And in order to meet this demand we have added several styles of Brown Extra Heavy All No. 9 Wire Fences to our list. These styles will be found on the following pages.

For horses and cattle yards, paddocks, corrals,

branding pens or pastures, where an especially strong and massive fence is wanted—something that will be there like a stone wall for a generation to come—these fences with extra heavy specifications are recommended.

Your particular attention is called to the spacings between the cross bars of these extra heavy weight all No. 9 fences, as shown in this catalogue, which spacings are in most styles, 6-inch for hog fences and 12-inch for sheep and cattle fences. On the other hand, if you will carefully study the specifications covering No. 9 wire fences shown in some catalogues you will find the spacings between cross bars 7 inches and 14 inches apart, which fact should be taken into consideration when comparing prices with ours. The closer the cross bars in any fence, the more substantial, durable and efficient the fence will be and the farther apart posts can be set with better results because plenty of heavy stiff stay wires help support the fence between posts.

### Cross bars 6 and 12 in. apart

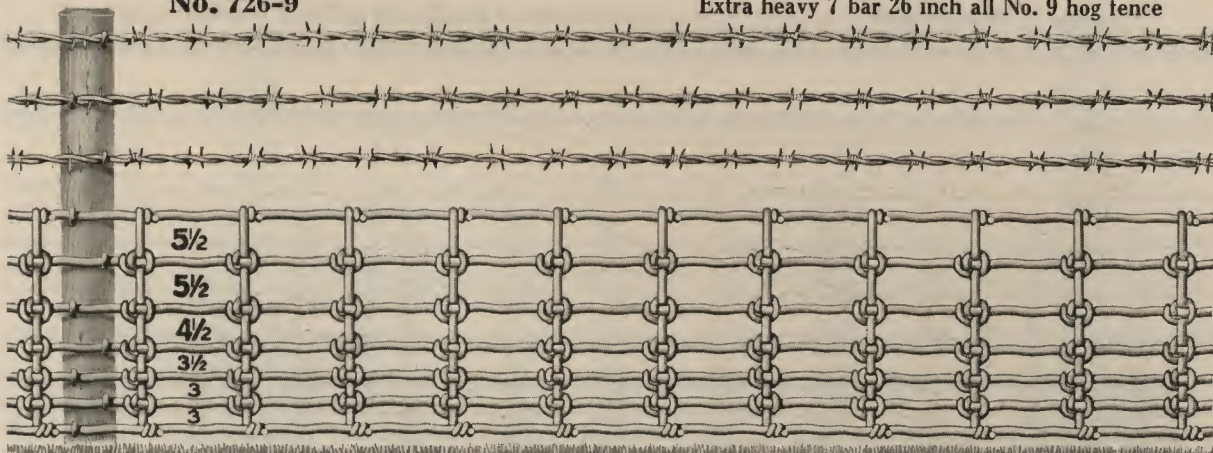
While fences with cross bars 7 inches and 14 inches apart can be made and sold 2c to 3c per rod cheaper than the regular standard spaced fences, yet, in our judgment, such fences are not nearly as good, and we find most farmers who have had experience with these cheaper makes now prefer to buy the regular standard fences with cross bars 6 inches and 12 inches apart, such as shown in this catalogue.

We also call your attention to the extra heavy weight of these styles, which makes the freight charges a big item to be considered. We pay the freight right to your depot on 40 rods or more. Most other fence manufacturers do not. Their catalogues name f. o. b. factory prices, in which case you must pay the freight charges.



No. 726-9

Extra heavy 7 bar 26 inch all No. 9 hog fence



No. 726-9

**32 1/4 Cts.**  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$6.45  | \$9.68  | \$12.90 |

**Extra Heavy Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Never forget this  
We pay the freight  
On 40 Rods or more*

WHEN comparing our prices with others, remember to add the freight, if it must be paid by you. Don't let F. O. B. Factory prices fool you into thinking you are getting a low price. We cannot impress this important point too forcibly.

Watch the size of the stay wires in fences you buy. It's important. We recommend the use of a good Steel Post. See Pages 63, 64 and 65 where we show complete line and prices.

**WE PAY  
THE  
FREIGHT**

**DIRECT  
FROM  
FACTORY**

No. 0726-9

**41 3/4 Cts.**  
PER  
ROD

Made in 20 and 30 Rod Rolls

| 20 Rods | 30 Rods |
|---------|---------|
| \$8.35  | \$12.53 |

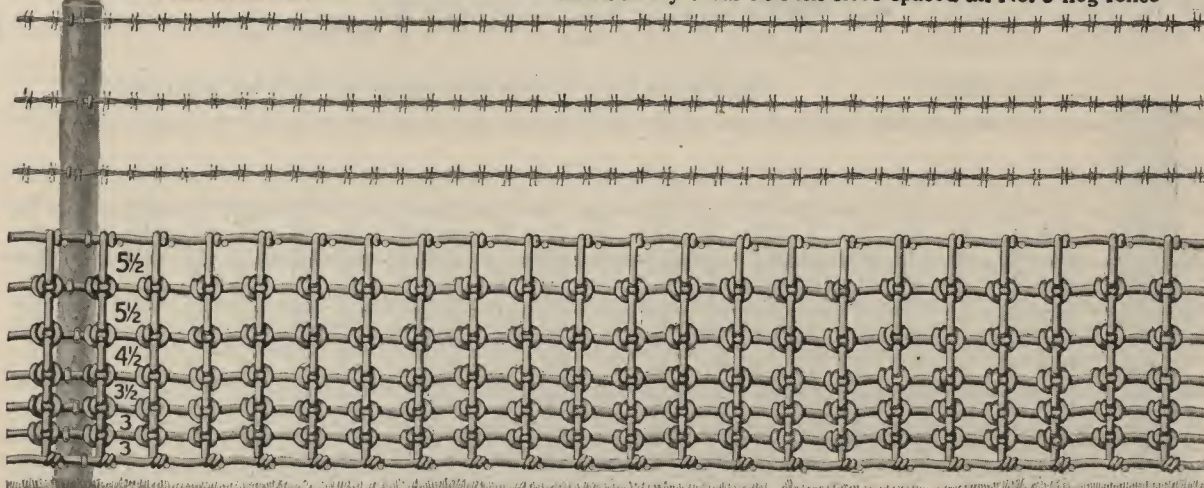
**Extra Heavy Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

No. 0726-9

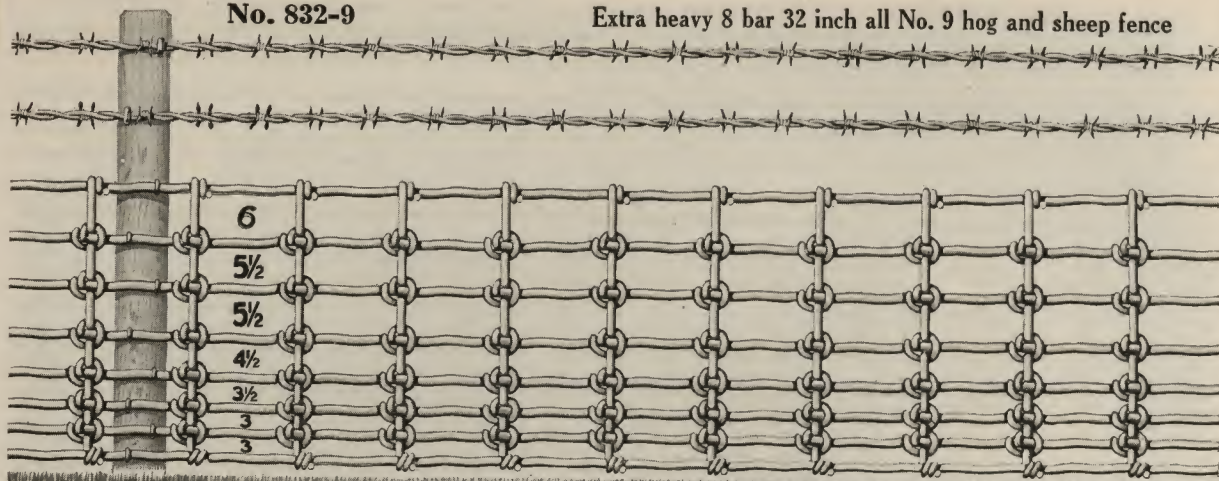
Extra heavy 7 bar 26 inch close spaced all No. 9 hog fence





No. 832-9

Extra heavy 8 bar 32 inch all No. 9 hog and sheep fence



No. 832-9

**37  $\frac{1}{2}$  Cts.**  
**PER**  
**2 ROD**

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$7.50  | \$11.25 | \$15.00 |

**Extra Heavy Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

*Editors Know!*  
*Read this Letter!-*

IT has always been our conviction that The Brown Fence & Wire Co. make fence of the highest quality and that their methods of doing business are most satisfactory to their customers. They have done business with a large number of readers of our various papers and we have never had a line of complaint regarding them from any subscriber to any of our papers.

Farmers and others who are in the market for something good in their line can make no mistake in buying the product of The Brown Fence & Wire Co.

Respectfully,  
Arthur Capper.



No. 0832-9

**48  $\frac{3}{4}$  Cts.**  
**PER**  
**ROD**

Made in 20 and 30 Rod Rolls

| 20 Rods | 30 Rods |
|---------|---------|
| \$9.75  | \$14.63 |

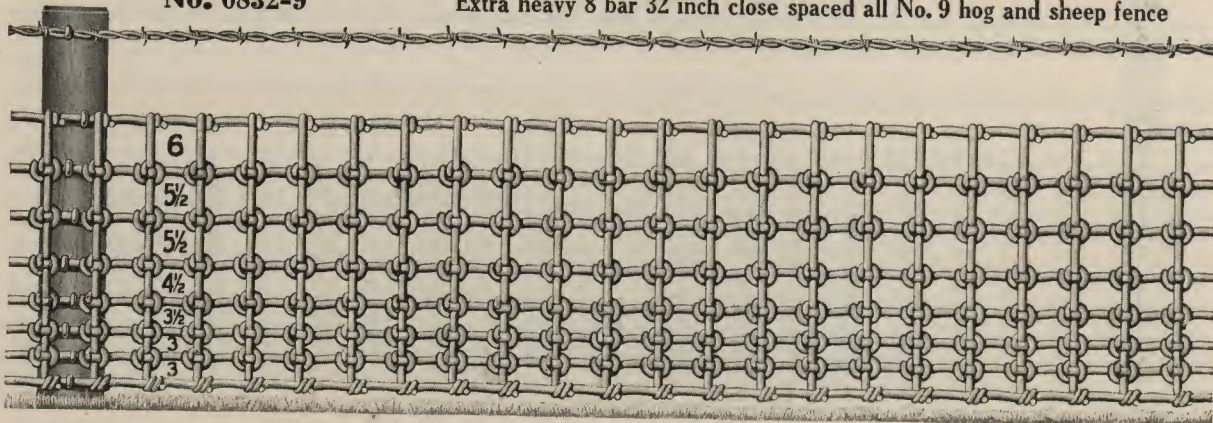
**Extra Heavy Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

No. 0832-9

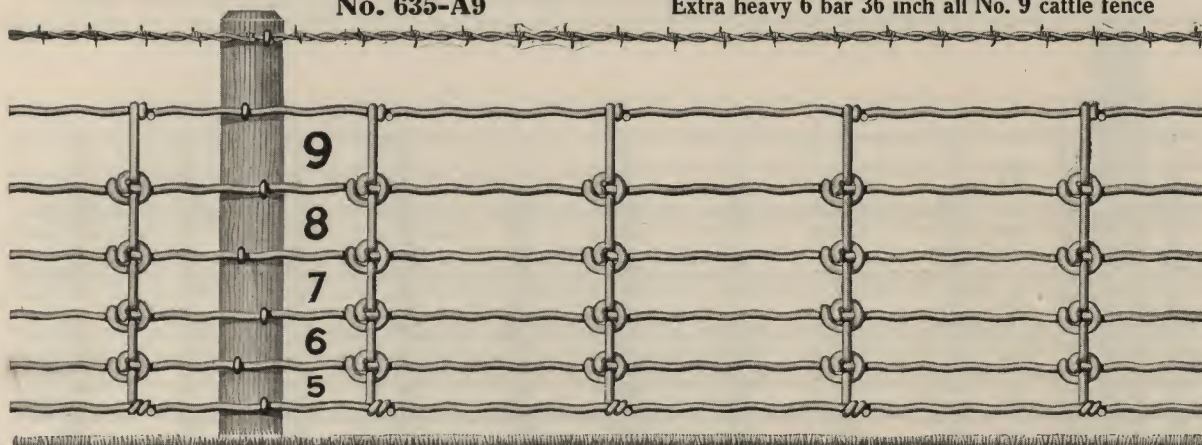
Extra heavy 8 bar 32 inch close spaced all No. 9 hog and sheep fence





# No. 635-A9

Extra heavy 6 bar 36 inch all No. 9 cattle fence



## No. 635-A9

**25 1/2 Cts.**  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$5.10  | \$7.65  | \$10.20 |

### Extra Heavy Specifications

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 7 to the rod. All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Greatest gates ever  
built - shown  
on another page!*

OUR fence line is so large and complete, one wonders in turning the pages, when they will get to the gates. We place them in a part of the catalogue by themselves, in order that you may see them together. We urge you to look at our gates and gate prices. You will admit that they look great—and they're even better than they look. Take our word for it. You won't find as good a gate anywhere unless you pay a good bit more than our prices.

DIRECT  
FROM  
FACTORY

WE PAY  
THE  
FREIGHT

## No. 635-B9

**30 1/4 Cts.**  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$6.05  | \$9.08  | \$12.10 |

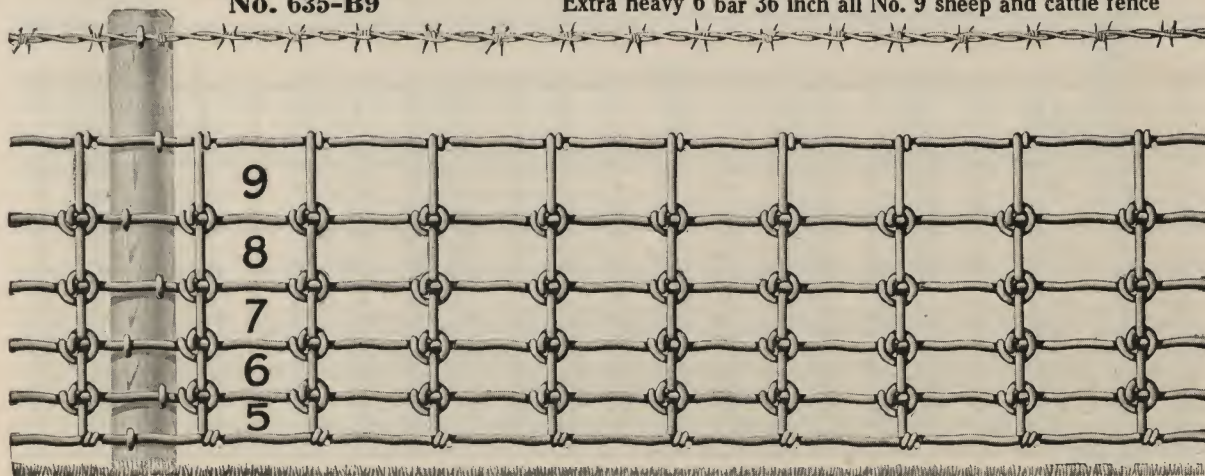
### Extra Heavy Specifications

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 14 to the rod. All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

# No. 635-B9

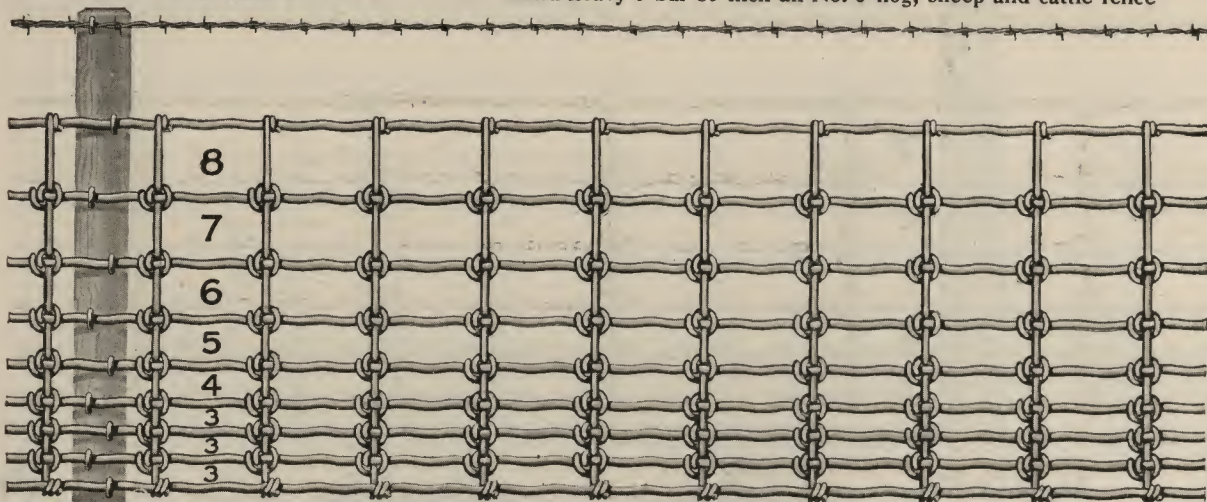
Extra heavy 6 bar 36 inch all No. 9 sheep and cattle fence





No. 939-9

Extra heavy 9 bar 39 inch ail No. 9 hog, sheep and cattle fence



No. 939-9

**41 $\frac{1}{4}$**  Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$8.25  | \$12.38 | \$16.50 |

**Extra Heavy Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

*Stand's galvanizing test better than we claim. Read this*

ANTHONY BIESZK, of Detroit, Mich., writes:

"I gave your sample the acid test you asked me to, and find that it stands the test even better than you claim. I also find your fence much cheaper in price than a whole lot of other makes."

Heavily galvanized fences last best. Brown Fence is thickly galvanized.

**WE PAY THE FREIGHT**

**DIRECT FROM FACTORY**

No. 0939-9

**55 $\frac{3}{4}$**  Cts.  
PER  
ROD

Made in 20 and 30 Rod Rolls

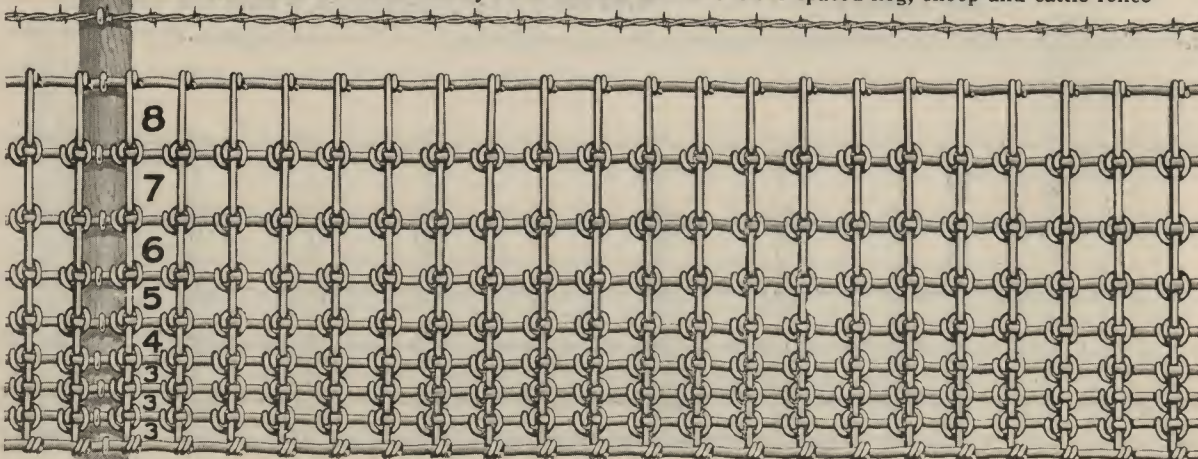
| 20 Rods | 30 Rods |
|---------|---------|
| \$11.15 | \$16.73 |

**Extra Heavy Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

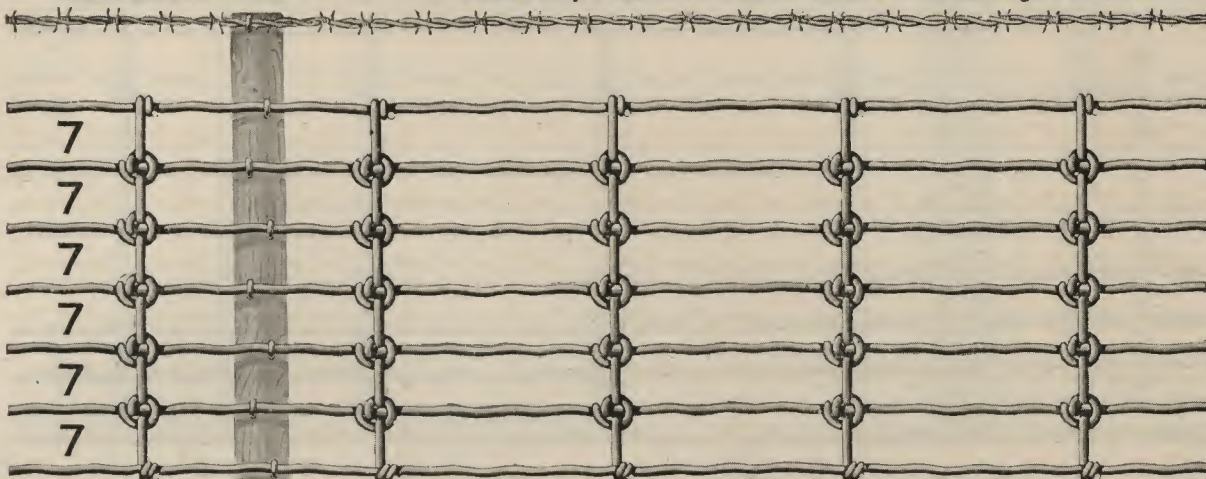
No. 0939-9 Extra heavy 9 bar 39 inch all No. 9 close spaced hog, sheep and cattle fence





# No. 742-A9

Extra heavy 7 bar 42 inch all No. 9 cattle fence for large enclosures



## No. 742-A9

**29<sup>1</sup>/<sub>4</sub>** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$5.85  | \$8.78  | \$11.70 |

### Extra Heavy Specifications

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 7 to the rod. All Double Galvanized Basic Open-Heath Wire.

We pay freight on 40 rods or more

*Right straight from  
factory to you  
We prepay the freight!*

BROWN'S Fence is sold only direct to you from factory. You pay only one small profit—you pay only for quality. No one gets a "rake-off", because no one adds to the quality of Brown Fence and no one can. Why should you overpay 3c-to 5c per rod just for the "privilege" of doing business with a dealer? You are more to yourself than the middleman. Treat yourself right first—then think of the dealer and other middlemen.

DIRECT  
FROM  
FACTORY

WE  
PAY  
THE  
FREIGHT

## No. 742-B9

**34<sup>1</sup>/<sub>4</sub>** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$6.85  | \$10.28 | \$13.70 |

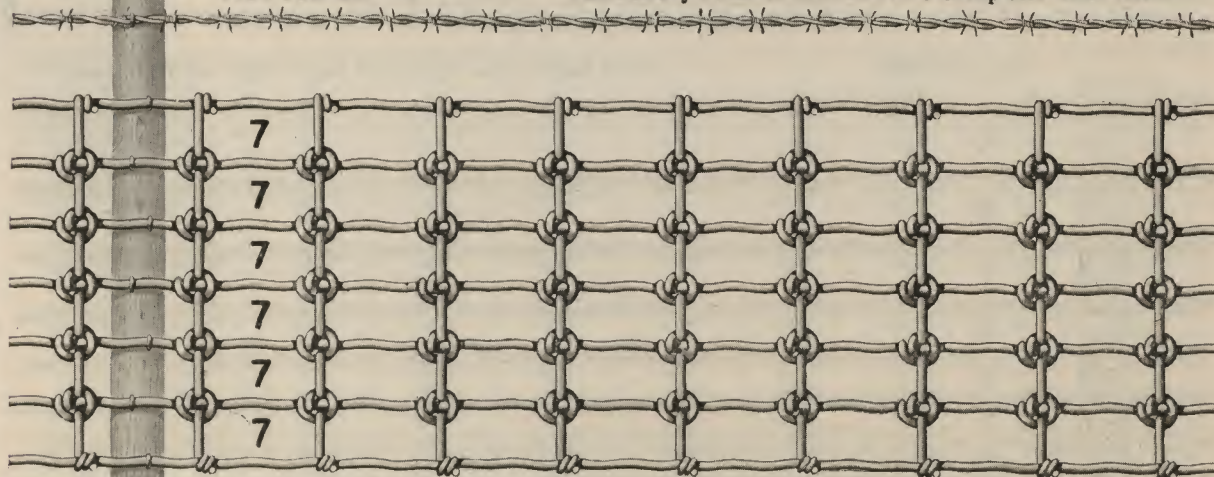
### Extra Heavy Specifications

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 14 to the rod. All Double Galvanized Basic Open-Heath Wire.

We pay freight on 40 rods or more

## No. 742-B9

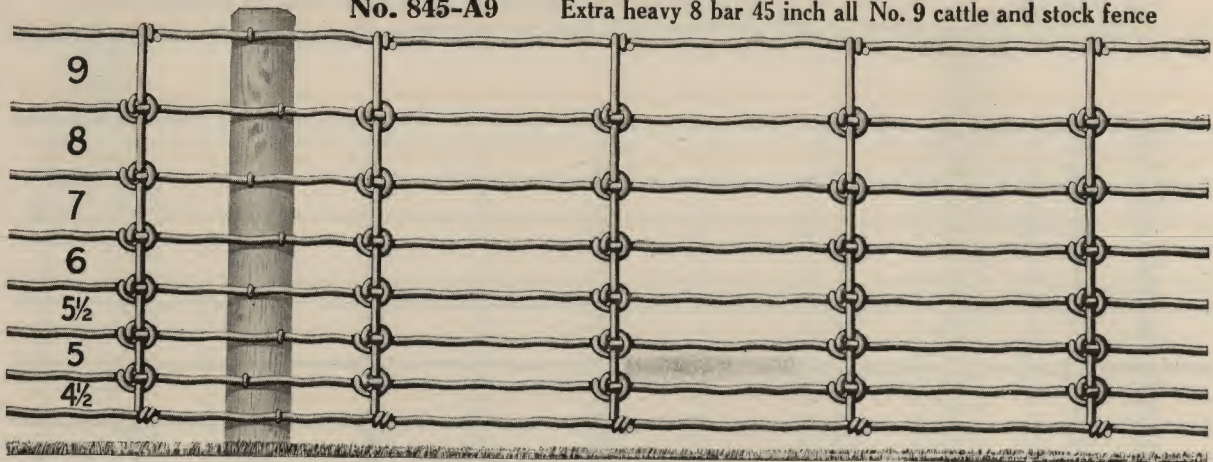
Extra heavy 7 bar 42 inch all No. 9 sheep and cattle fence





# No. 845-A9

Extra heavy 8 bar 45 inch all No. 9 cattle and stock fence



# No. 845-A9

**33 1/2 Cts.**  
PER ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$6.70  | \$10.05 | \$13.40 |

## Extra Heavy Specifications

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 7 to the rod. All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Don't throw this catalog away. Pass it to some neighbor!*

AFTER you get your Brown Fence up, some friend of yours may ask you what kind of fence it is, how much you paid for it and where you bought it. If you have your catalogue at home, you can tell him the facts and do him a mighty fine turn by giving him the catalogue. Or you may be in the market for a little extra fence that you didn't figure on, and in that case, you will have our prices ready at a moment's notice

**WE PAY THE FREIGHT**

# No. 845-B9

**38 3/4 Cts.**  
PER ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$7.75  | \$11.63 | \$15.50 |

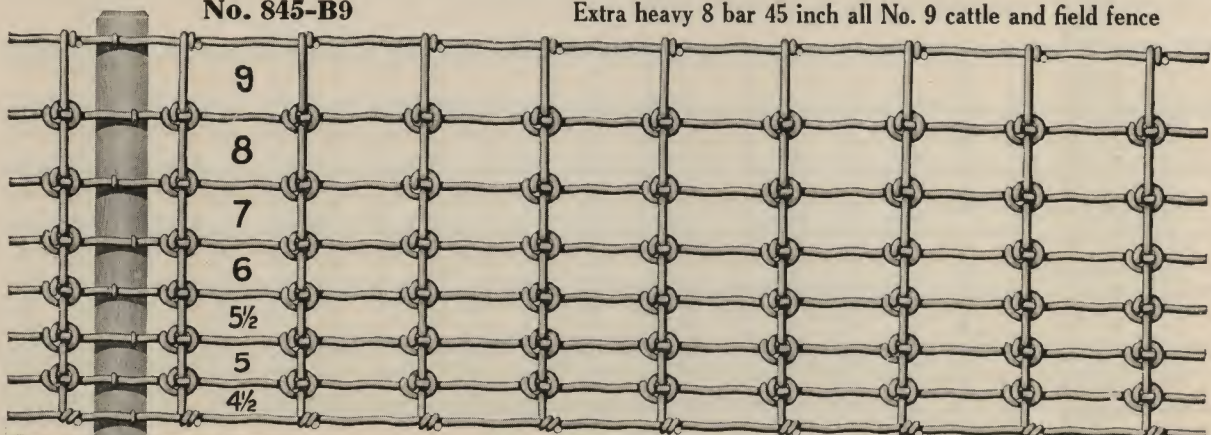
## Extra Heavy Specifications

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 14 to the rod. All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

# No. 845-B9

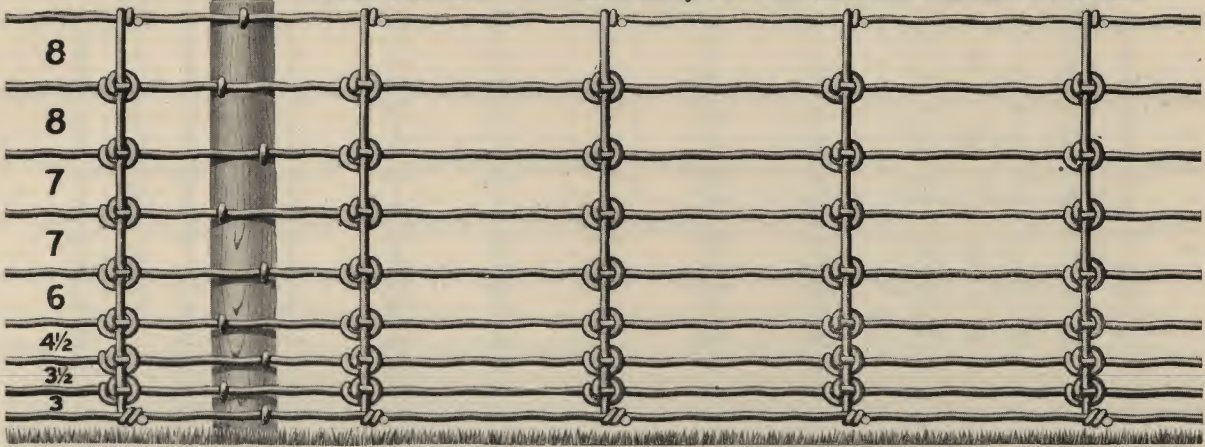
Extra heavy 8 bar 45 inch all No. 9 cattle and field fence





# No. 947-A9

Extra heavy 9 bar 48 inch all No. 9 line and stock fence



## No. 947-A9

**36<sup>3</sup>/<sub>4</sub>** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$7.35  | \$11.03 | \$14.70 |

### Extra Heavy Specifications

Top and bottom wires, No. 9;  
intermediate wires, No. 9; stay  
wires, No. 9, spaced 7 to the rod.  
All Double Galvanized Basic Open-  
Hearth Wire.

We pay freight on 40 rods or more

*Free Loan of a  
Brown Fence Stretcher  
to every customer*

THE best way to put up a fence  
is to stretch it until it "sings"  
and then stretch it some more. The  
only way to do this is to use a  
good fence stretcher.

Turn to page 18 for our offer  
to loan you a Brown Fence  
Stretcher. We realize that after  
your fence is up you may not have  
any further use for the stretcher,  
so we loan them to our customers  
instead of asking them to purchase.  
For terms of this loan, see page 18.

DIRECT  
FROM  
FACTORY

WE PAY  
THE  
FREIGHT

## No. 947-B9

**43** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$8.60  | \$12.90 | \$17.20 |

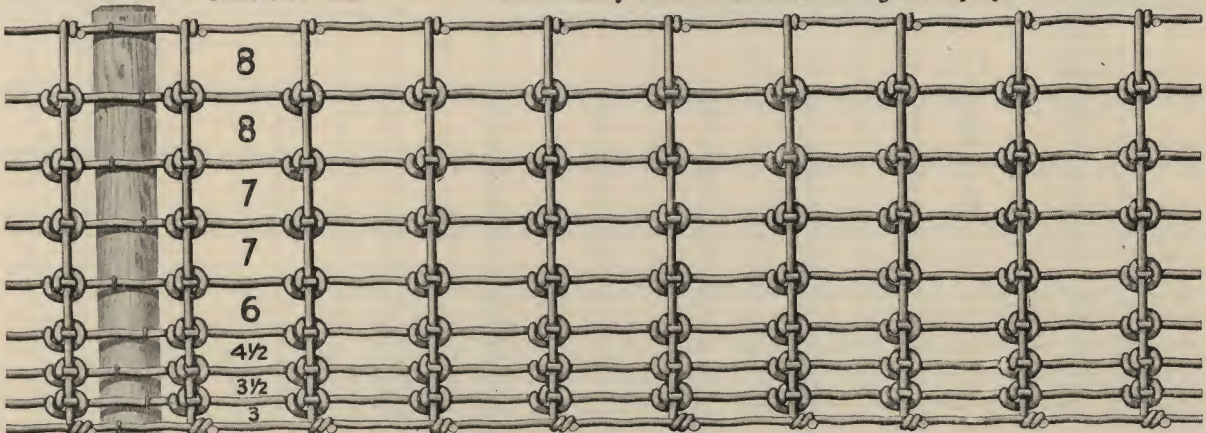
### Extra Heavy Specifications

Top and bottom wires, No. 9;  
intermediate wires, No. 9; stay  
wires, No. 9, spaced 14 to the rod.  
All Double Galvanized Basic Open-  
Hearth Wire.

We pay freight on 40 rods or more

## No. 947-B9

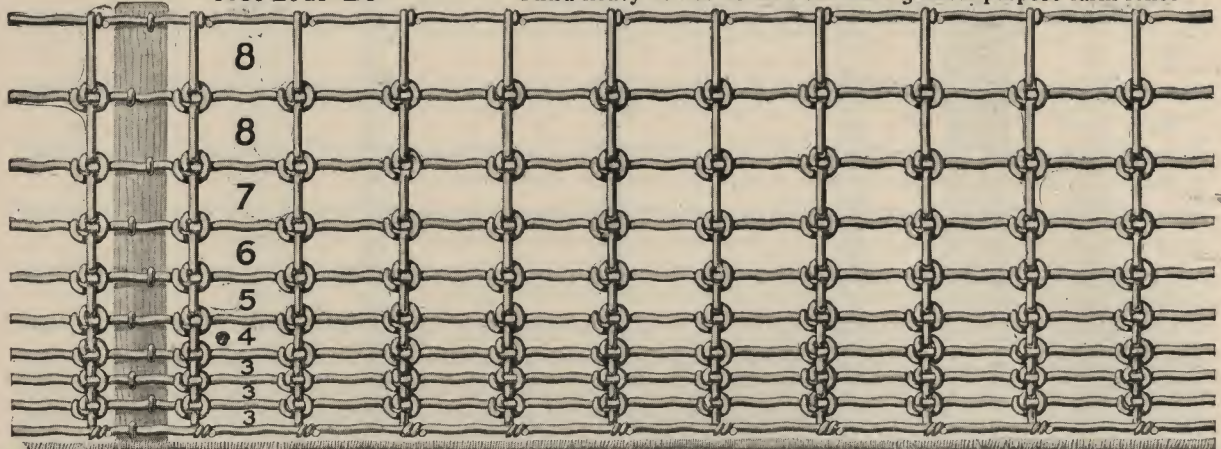
Extra heavy 9 bar 48 inch all No. 9 general purpose farm fence





# No. 1047-B9

Extra heavy 10 bar 48 inch all No. 9 general purpose farm fence



## No. 1047-B9

**44<sup>3</sup>/<sub>4</sub>** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$8.95  | \$13.43 | \$17.90 |

### Extra Heavy Specifications

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 14 to the Rod. All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Double galvanizing,  
means double the  
life of other fences!*

REMEMBER that the life of fence wire depends just as much upon the galvanizing as upon any other one feature. Remember that Brown Fence is double galvanized by a process which unites the special splter mixture to the wire so that the galvanizing does not chip, crack, flake or peel off, protecting the wire from rust for years longer than the ordinary galvanizing.

Galvanized Steel Posts—We have a complete line—See pages 63, 64 and 65.

DIRECT  
FROM  
FACTORY

## No. 838-9

**39** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$7.80  | \$11.70 | \$15.60 |

### Extra Heavy Specifications

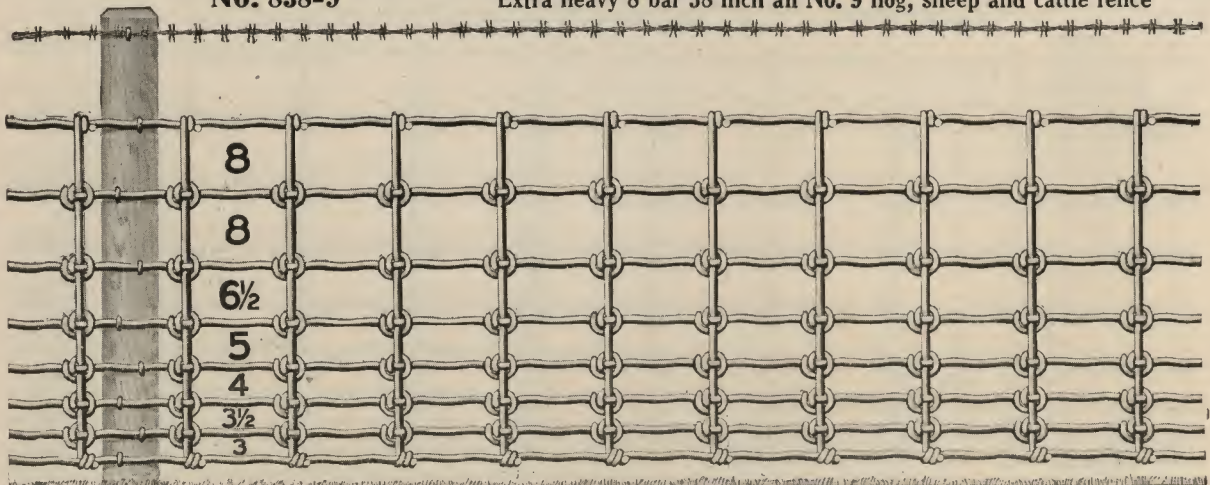
Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

WE PAY  
THE  
FREIGHT

## No. 838-9

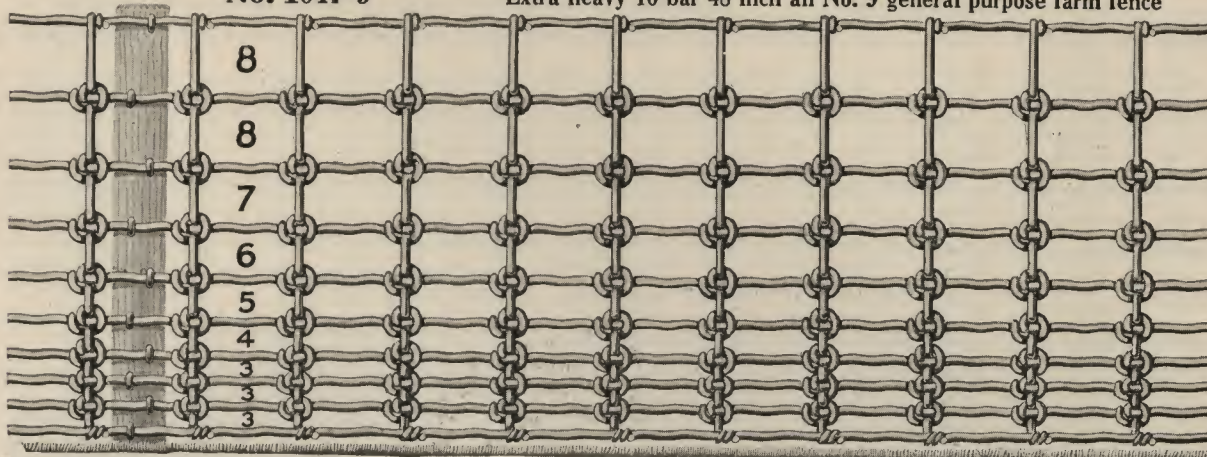
Extra heavy 8 bar 38 inch all No. 9 hog, sheep and cattle fence





No. 1047-9

Extra heavy 10 bar 48 inch all No. 9 general purpose farm fence



No. 1047-9

**47**  $\frac{3}{4}$  Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$9.55  | \$14.33 | \$19.10 |

**Extra Heavy Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Think of it! More than 25 million rods now in service*

TIME was when a farmer had to buy a "pig in a poke", but so far as fence business is concerned—that is over now. You can safely purchase where 500,000 other farmers have secured satisfaction. You can safely buy from the factory that has supplied half a million farmers with thirty-five million rods of fence. You know what it takes to keep customers in these days—it takes quality—and mighty high quality at that. Our record speaks for itself.

**WE PAY THE FREIGHT**

No. 01047-9

**64**  $\frac{3}{4}$  Cts.  
PER  
ROD

Made in 20 and 30 Rod Rolls

| 20 Rods | 30 Rods |
|---------|---------|
| \$12.95 | \$19.43 |

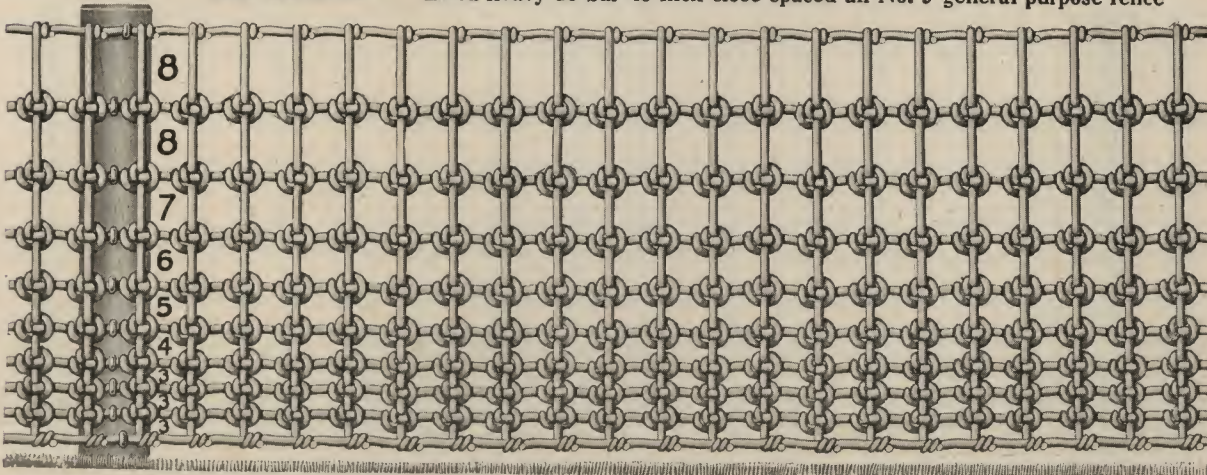
**Extra Heavy Specifications**

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

No. 01047-9

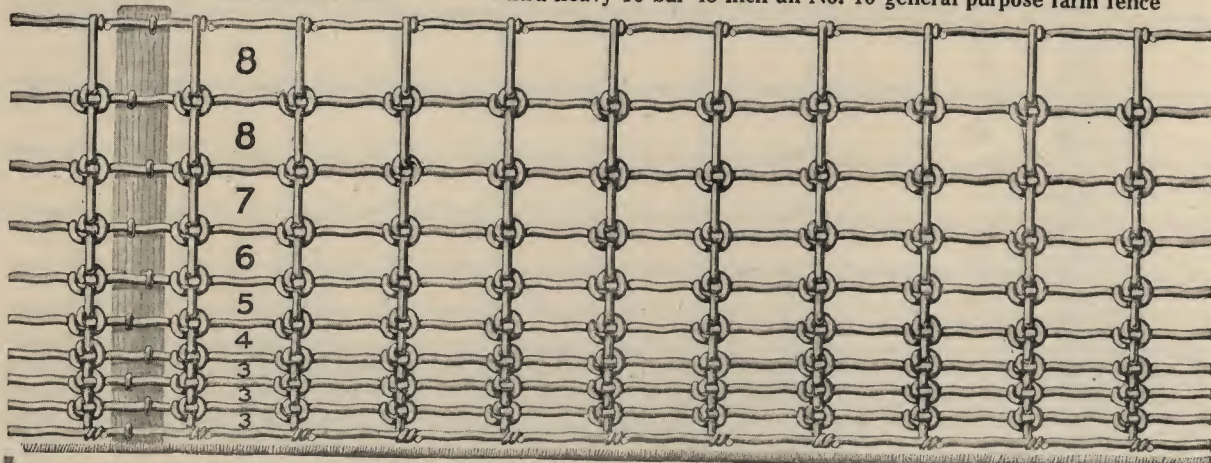
Extra heavy 10 bar 48 inch close spaced all No. 9 general purpose fence





# No. 1047-10

Extra heavy 10 bar 48 inch all No. 10 general purpose farm fence



## No. 1047-10

**43<sup>3</sup>/<sub>4</sub>** Cts.  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$8.75  | \$13.13 | \$17.50 |

### Extra Heavy Specifications

Top and bottom wires, No. 10; intermediate wires, No. 10; stay wires, No. 10, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Never forget this  
We pay the freight  
on 40 Rods or more*

WHEN comparing our prices with others, remember to add the freight, if it must be paid by you. Don't let F. O. B. Factory prices fool you into thinking you are getting a low price. We cannot impress this important point too forcibly.

Watch the size of the stay wires in fences you buy. It's important.

We recommend the use of a good Steel Post. See pages 63, 64 and 65 where we show complete line and prices.

**WE PAY  
THE  
FREIGHT**

**DIRECT  
FROM  
FACTORY**

## No. 01047-10

**56<sup>3</sup>/<sub>4</sub>** Cts.  
PER  
ROD

Made in 20 and 30 Rod Rolls

| 20 Rods | 30 Rods |
|---------|---------|
| \$11.35 | \$17.03 |

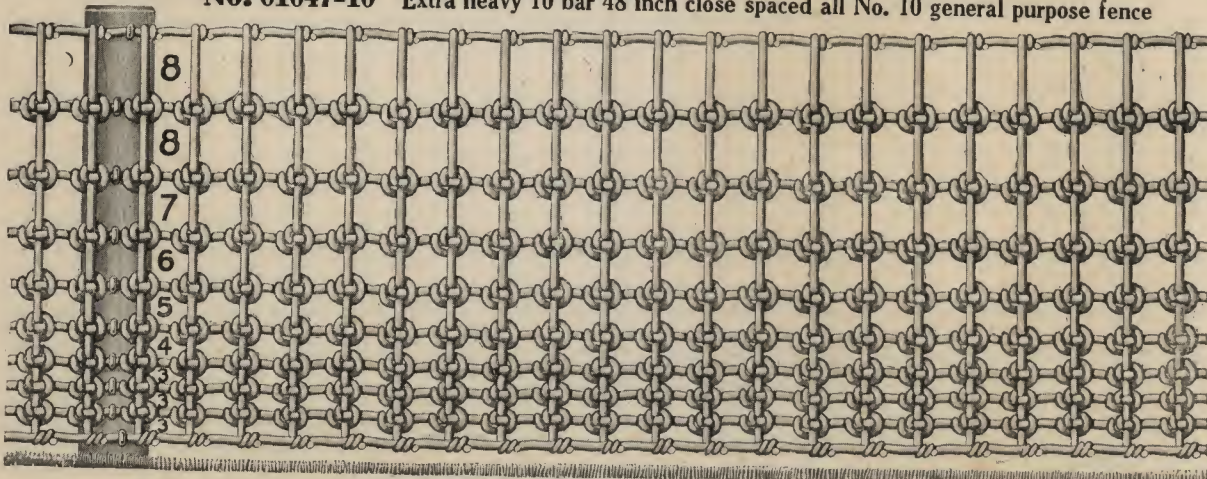
### Extra Heavy Specifications

Top and bottom wires, No. 10; intermediate wires, No. 10; stay wires, No. 10, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

## No. 01047-10

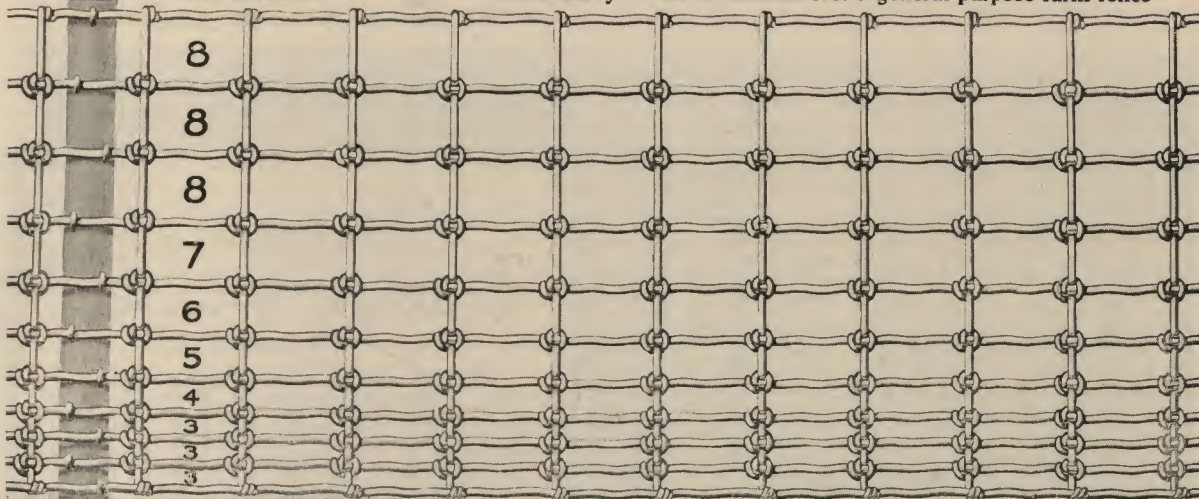
Extra heavy 10 bar 48 inch close spaced all No. 10 general purpose fence





# No. 1155-9

Extra heavy 11 bar 55 inch all No. 9 general purpose farm fence



## No. 1155-9

**53 Cts.**  
PER  
ROD

Made in 20, 30 and 40 Rod Rolls

| 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|
| \$10.60 | \$15.90 | \$21.20 |

### Extra Heavy Specifications

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 12 inches apart (16 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*No. 01358-9, ideal for  
paddocks, bull pens,  
estates, parks etc.*

THIS big, high, heavy all No. 9 wire fence is almost as strong and durable as a stone wall. Wherever an extra strong fence is required, nothing quite meets the demand like this No. 01358-9. For stallion paddocks, bull pens, estates, parks, etc., it is ideal in every way. Heavily double galvanized, it resists rust better than any other fence ever made. This great fence is illustrated below.

On pages 63, 64 and 65, we show heaviest, strongest and cheapest Galvanized Posts.



## No. 01358-9

**86 Cts.**  
PER  
ROD

Made in 20 and 30 Rod Rolls

| 20 Rods | 30 Rods |
|---------|---------|
| \$17.20 | \$25.80 |

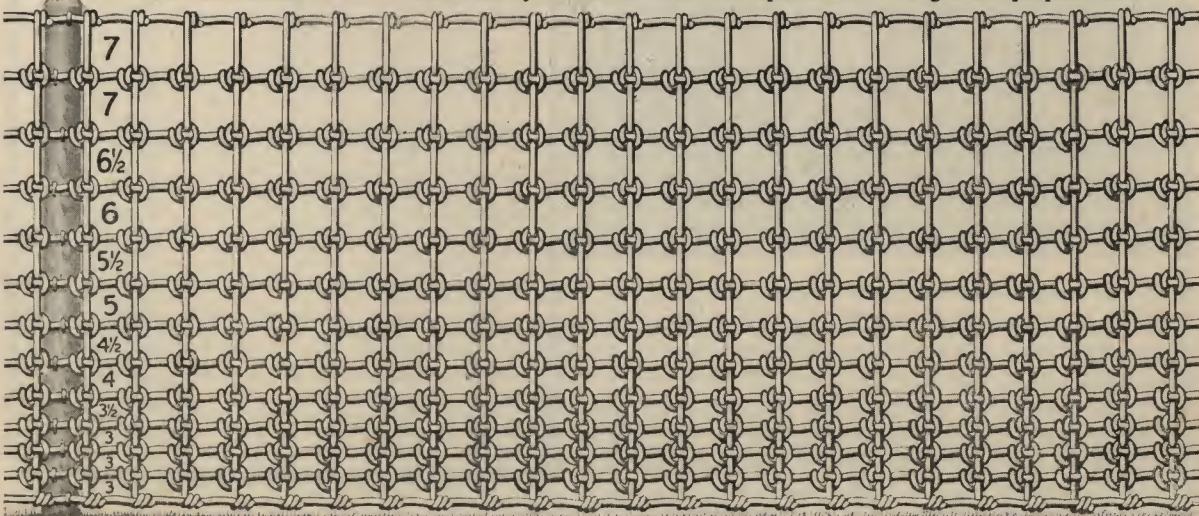
### Extra Heavy Specifications

Top and bottom wires, No. 9; intermediate wires, No. 9; stay wires, No. 9, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

## No. 01358-9

Extra heavy 13 bar 58 inch close spaced all No. 9 general purpose fence







Walter E. Coxhead, Highwood, N. J., writes:

"Please give me your price on 40 rods of No. 1848 Poultry Fence. I received 80 rods two years ago, and it is very satisfactory and I have had much less trouble than when I was using netting."

J. D. Lipford, Ruffin, N. C., writes:

"I want to say to you that the poultry and garden fence that I bought from you is the easiest to put up; it gives no trouble to party stretching it and looks better than any poultry fence in this section. All my neighbors say it is the best they ever saw."

## Brown's Poultry Fences

Brown Poultry, Garden and Stock Fence is made of the same grade of Basic Open-Hearth Wire and is double galvanized in the same thorough manner as Brown's Extra Heavy All No. 9 Wire Fences.

The same men make it in the same factory and in the same, careful way, with the same, rigid inspection system to prevent defective fence from leaving the Brown Factory.

You want a real poultry fence—not a cheap mosquito netting! You don't want to buy new poultry fence a year or two after you put it up! You don't want a tangled mass of rusty wires around your place after a single season or two. You don't want a poultry fence that sags, bags and offers no protection. You want a real fence.

## For Poultry Garden and Stock

—one that will stand up without rusting, without constant repairing.

Brown Poultry Fence is being used on thousands of farms as a general purpose fence. While we do not recommend it as such, it proves our argument that it's a good deal heavier and stronger than the ordinary cheap, flimsy netting, called "Poultry Fence" by other manufacturers.

## Saves You Money

Brown Poultry Fences are stretched in exactly the same manner as field fence. The top or border wires are No. 10 gauge and require no boards or rails with them. Moreover, your posts can be set much farther apart than is required by the ordinary poultry netting, so that, when you eliminate the cost of boards, rails and extra posts, you find that you get in the Brown a real fence for less money than you would have to pay for cheap netting.

And you have a fence that will turn stock. We guarantee it to last five times as long as ordinary chicken netting.

For gardens, lawns, poultry yards, orchards, barn yards, and all places where a closely woven fence is needed, we recommend this line as the most durable and economical fence you can buy.

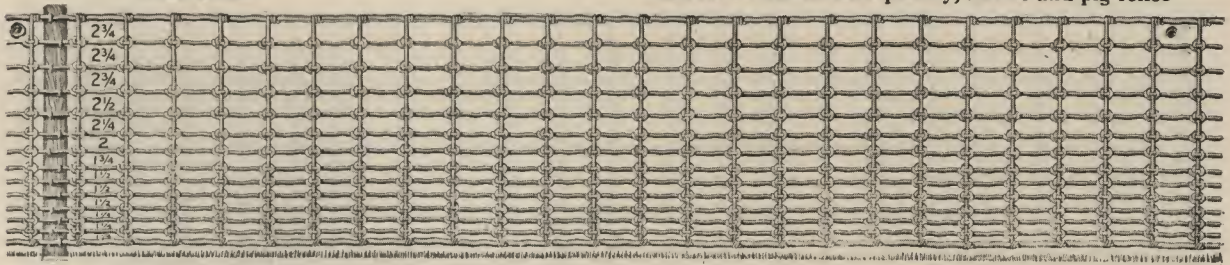
Made in five heights—26-inch, 36-inch, 48-inch, 54-inch and 60-inch.

In 10, 20, 30 and 40 rod rolls. We pay the freight on all orders of 40 rods or more.



## No. 1425

**Brown 14 bar 26 inch poultry, rabbit and pig fence**



## No. 1425

**27  $\frac{1}{2}$  Cts.  
PER  
ROD**

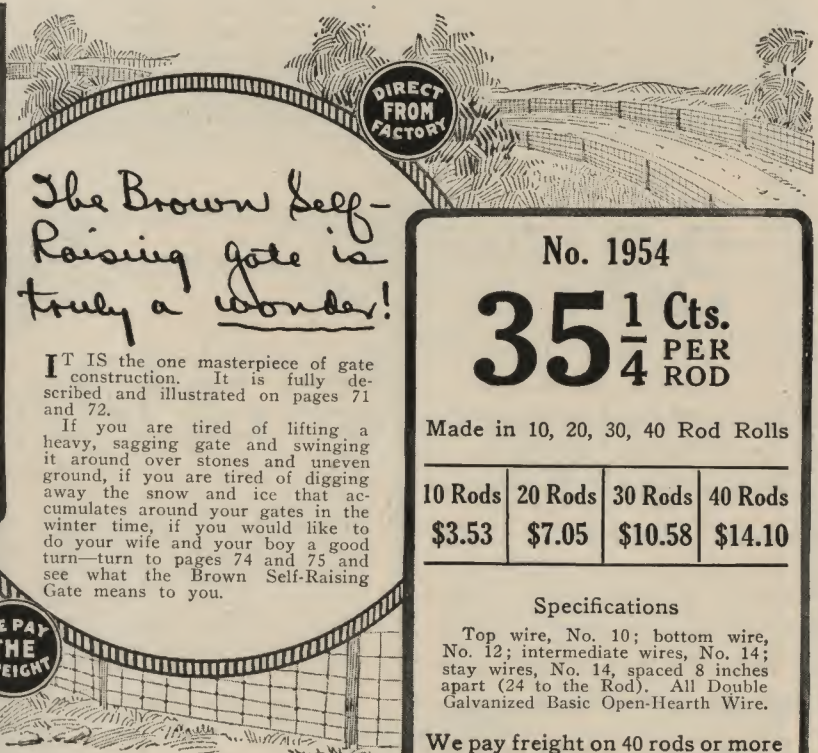
Made in 10, 20, 30, 40 Rod Rolls

|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$2.75  | \$5.50  | \$8.25  | \$11.00 |

## Specifications

Top wire, No. 11; bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**



## No. 1954

**35  $\frac{1}{4}$  Cts.**  
**PER**  
**ROD**

Made in 10, 20, 30, 40 Rod Rolls

|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$3.53  | \$7.05  | \$10.58 | \$14.10 |

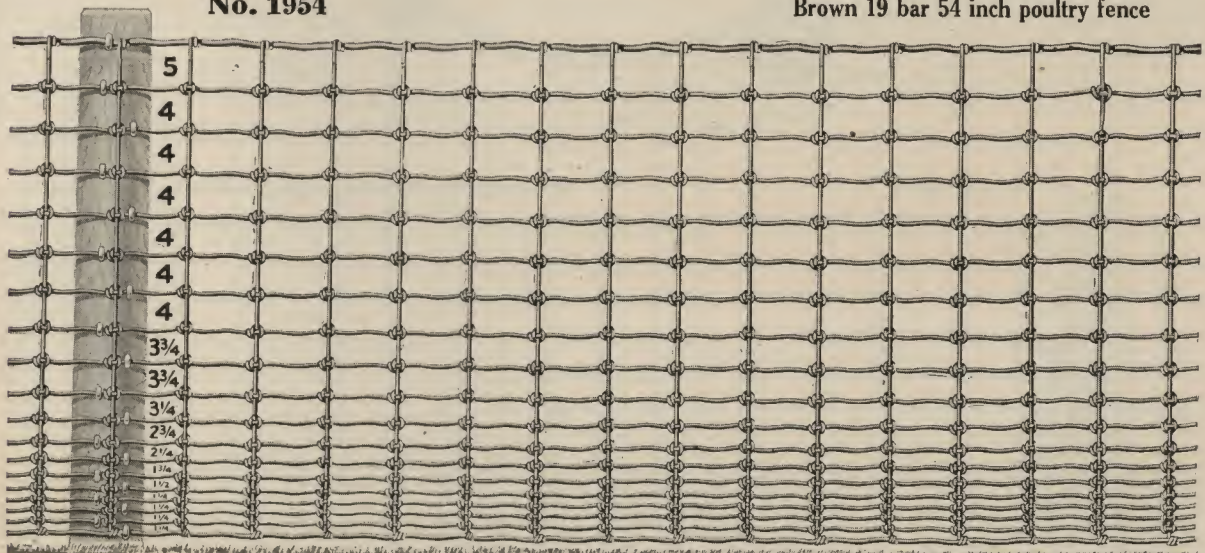
## Specifications

Top wire, No. 10; bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 8 inches apart (24 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

## No. 1954

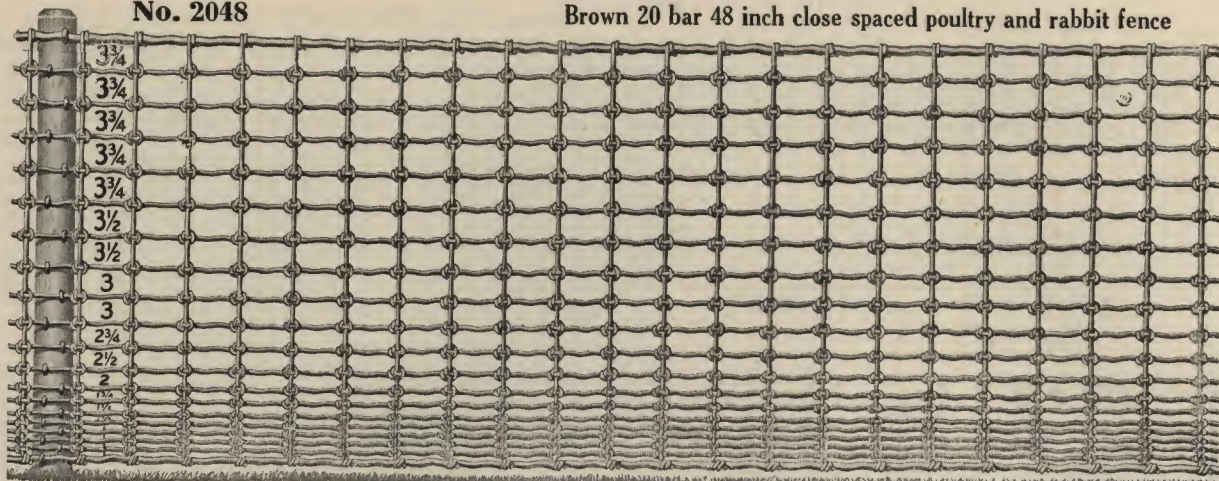
**Brown 19 bar 54 inch poultry fence**





No. 2048

Brown 20 bar 48 inch close spaced poultry and rabbit fence



No. 2048

**38  $\frac{1}{4}$  Cts. PER ROD**

Made in 10, 20, 30, 40 Rod Rolls

| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|---------|
| \$3.83  | \$7.65  | \$11.48 | \$15.30 |

#### Specifications

Top wire, No. 11, bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more



*How much does your dollar buy?*

NEARLY 500,000 farmers have purchased more than 25 million rods of fence from The Brown Fence & Wire Co. If we saved them an average of only 10c a rod, the saving we have made to our customers amounts to the enormous sum of \$250,000. Those farmers made their dollar buy the limit of value. What is your dollar going to buy?

We recommend the use of a good Steel Post. See Pages 63, 64 and 65, where we show complete line and prices.



No. 1536

**28  $\frac{3}{4}$  Cts. PER ROD**

Made in 10, 20, 30, 40 Rod Rolls

| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|---------|
| \$2.88  | \$5.75  | \$8.63  | \$11.50 |

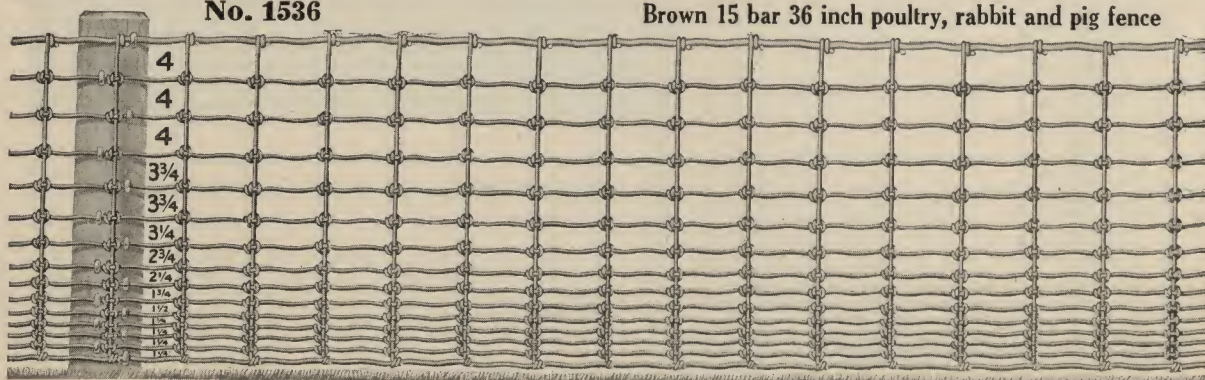
#### Specifications

Top wire, No. 10; bottom wire; No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 8 inches apart (24 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

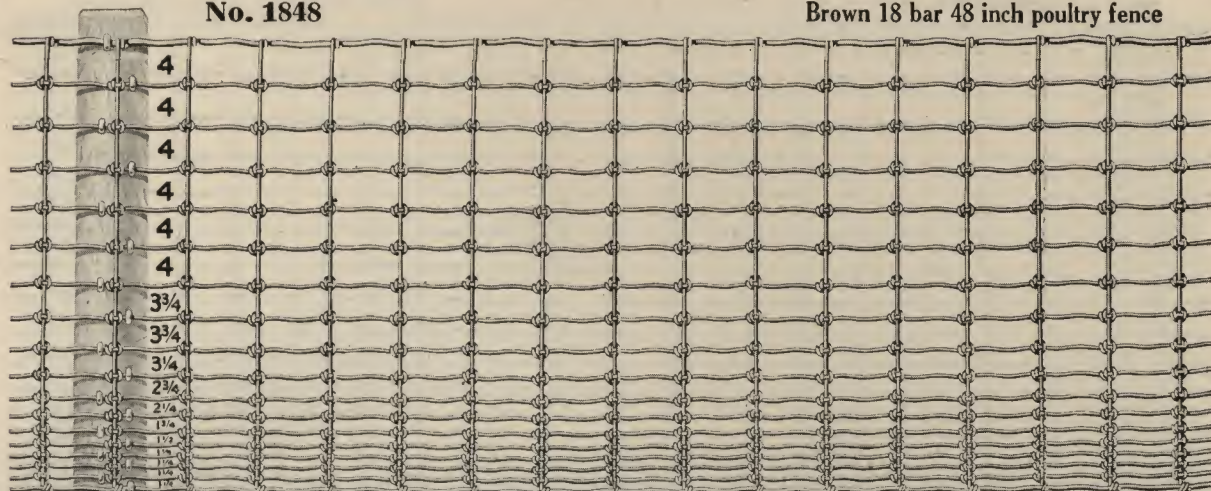
No. 1536

Brown 15 bar 36 inch poultry, rabbit and pig fence





**Brown 18 bar 48 inch poultry fence**



**33 $\frac{1}{4}$  Cts.**  
**PER**  
**ROD**

|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$3.33  | \$6.65  | \$9.98  | \$13.30 |

Top wire, No. 10; bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 8 inches apart (24 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more



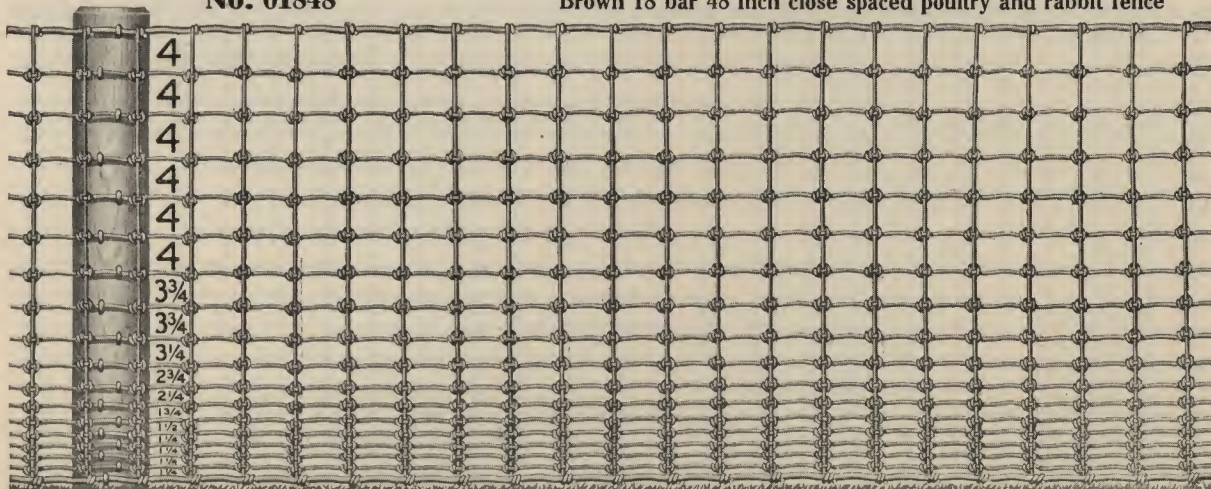
**36  $\frac{1}{2}$  Cts.**  
**PER**  
**ROD**

|          |         |         |         |
|----------|---------|---------|---------|
| 10 Rods, | 20 Rods | 30 Rods | 40 Rods |
| \$3.65   | \$7.30  | \$10.95 | \$14.60 |

Top wire, No. 11; bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

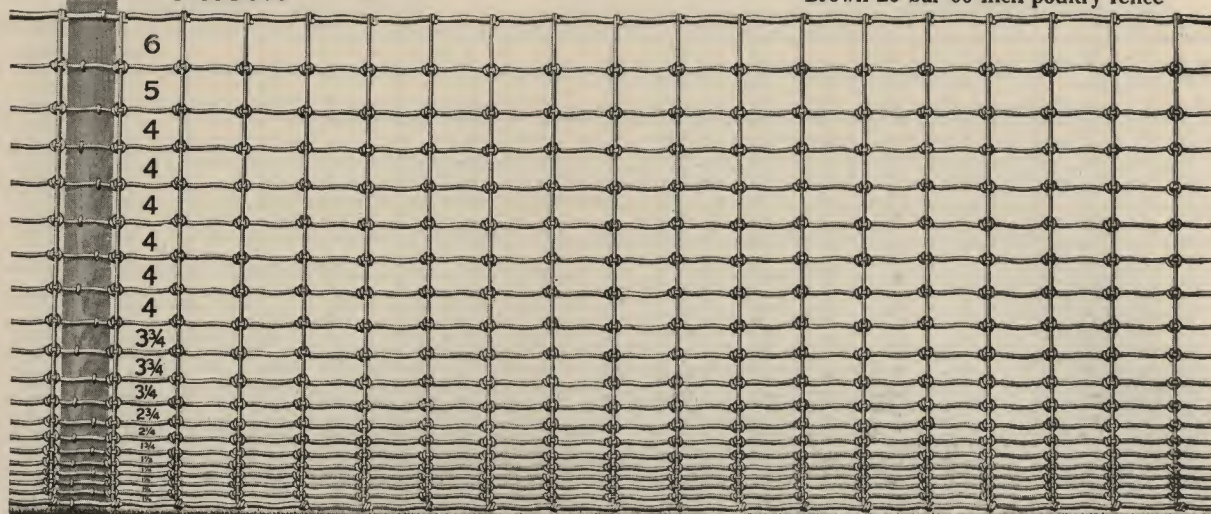
We pay freight on 40 rods or more

**Brown 18 bar 48 inch close spaced poultry and rabbit fence**





**Brown 20 bar 60 inch poultry fence**



## No. 2060

**37  $\frac{1}{4}$  Cts.  
PER  
ROD**

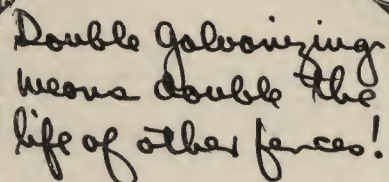
Made in 10, 20, 30, 40 Rod Rolls

|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$3.73  | \$7.45  | \$11.18 | \$14.90 |

## Specifications

Top wire, No. 10; bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 8 inches apart (24 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**



**R**EMEMBER that the life of fence wire depends just as much upon the galvanizing as upon any other one feature. Remember that Brown Fence is double galvanized by a process which unites the special spelter mixture to the wire so that the galvanizing does not chip, crack, flake or peel off, protecting the wire from rust for years longer than the ordinary galvanizing.

Galvanized Steel Posts—We have a complete line—See Pages 63, 64 and 65.



No. 02060

**40  $\frac{1}{2}$  Cts.**  
**PER**  
**ROD**

Made in 10, 20, 30, 40 Rod Rolls

|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$4.05  | \$8.10  | \$12.15 | \$16.20 |

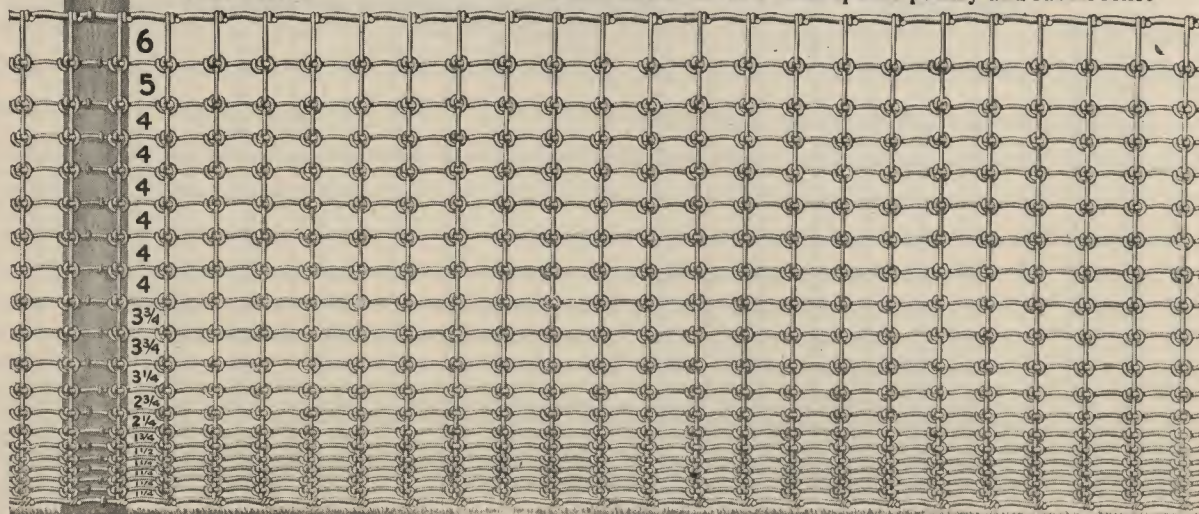
## Specifications

Top wire, No. 11; bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

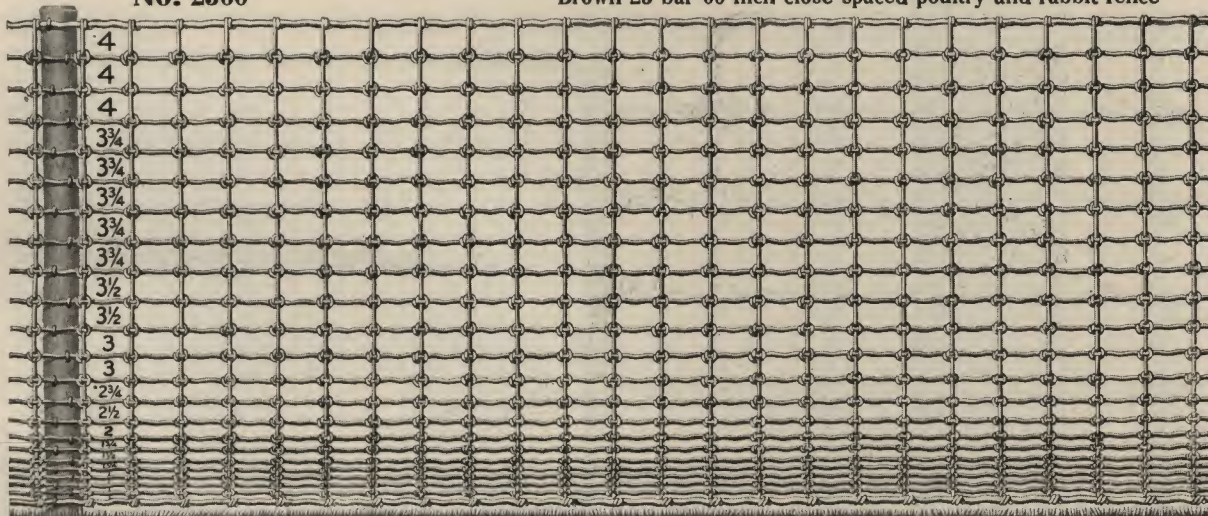
**No. 02060**

**Brown 20 bar 60 inch close spaced poultry and rabbit fence**





**Brown 23 bar 60 inch close spaced poultry and rabbit fence**



No. 2360

**43  $\frac{1}{4}$  Cts.**  
**PER**  
**ROD**

Made in 10, 20, 30, 40 Rod Rolls

|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$4.33  | \$8.65  | \$12.98 | \$17.30 |

## Specifications

Top wire, No. 11; bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

Make the standards,  
galvanizing test  
Then be the judge!

**A. M. WHEELER**, superintendent Sandborn Public Schools, Sandborn, Ind., writes:

"Your catalog came, also sample of fence and check for 15 cents. I made test before my agricultural class of your sample, also samples of several other kinds of fence and I found your sample stood the best test of any."

The best way to buy fence is to test it before you spend your money for it and buy the one that makes the best showing on the standard galvanizing test.

**DIRECT  
FROM  
FACTORY**



No. 1848

**33  $\frac{1}{4}$  Cts.**  
**PER**  
**ROD**

Made in 10, 20, 30, 40 Rod Rolls

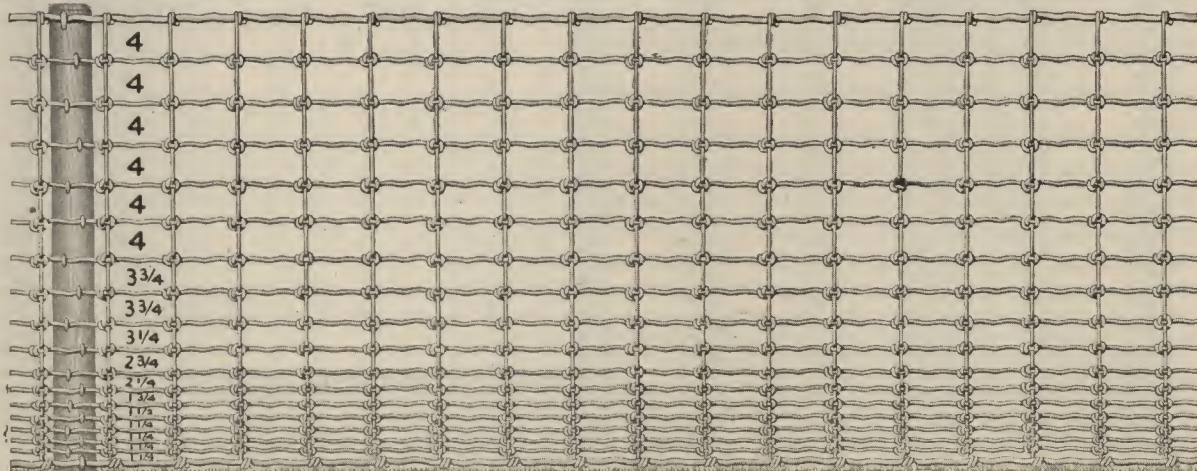
|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$3.33  | \$6.65  | \$9.98  | \$13.30 |

## Specifications

Top wire, No. 10; bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 8 inches apart (24 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

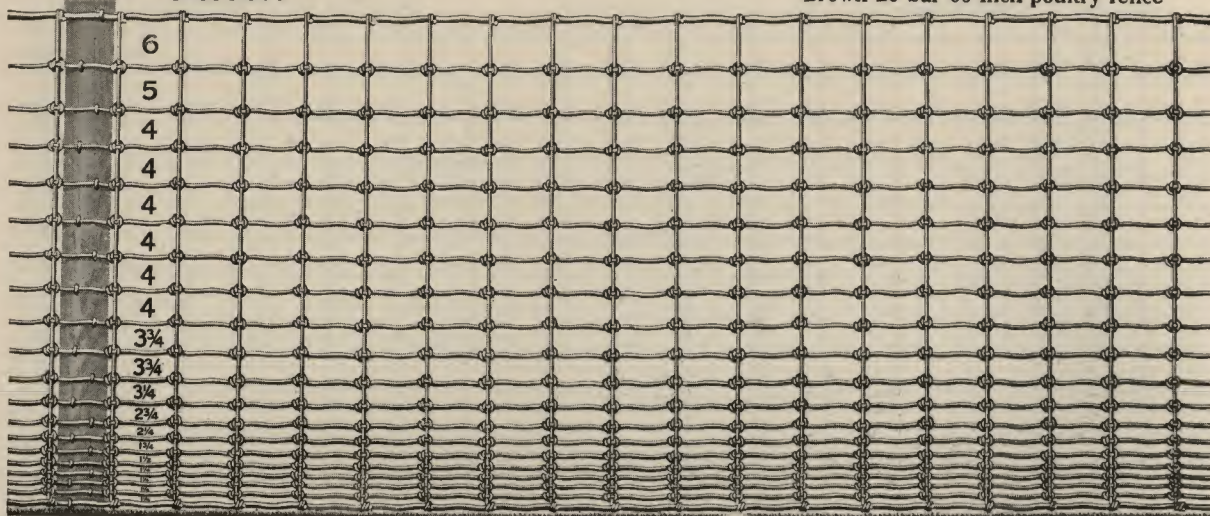
No. 1848

**Brown 18 bar 48 inch poultry fence**





**Brown 20 bar 60 inch poultry fence**



**37 $\frac{1}{4}$  Cts.  
PER  
ROD**

|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$3.73  | \$7.45  | \$11.18 | \$14.90 |

Top wire, No. 10; bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 8 inches apart (24 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**



Double galvanizing  
means double the  
life of other fences!

**R**EMEMBER that the life of fence wire depends just as much upon the galvanizing as upon any other one feature. Remember that Brown Fence is double galvanized by a process which unites the special spelter mixture to the wire so that the galvanizing does not chip, crack, flake or peel off, protecting the wire from rust for years longer than the ordinary galvanizing.

Galvanized Steel Posts—We have a complete line—See Pages 63, 64 and 65.



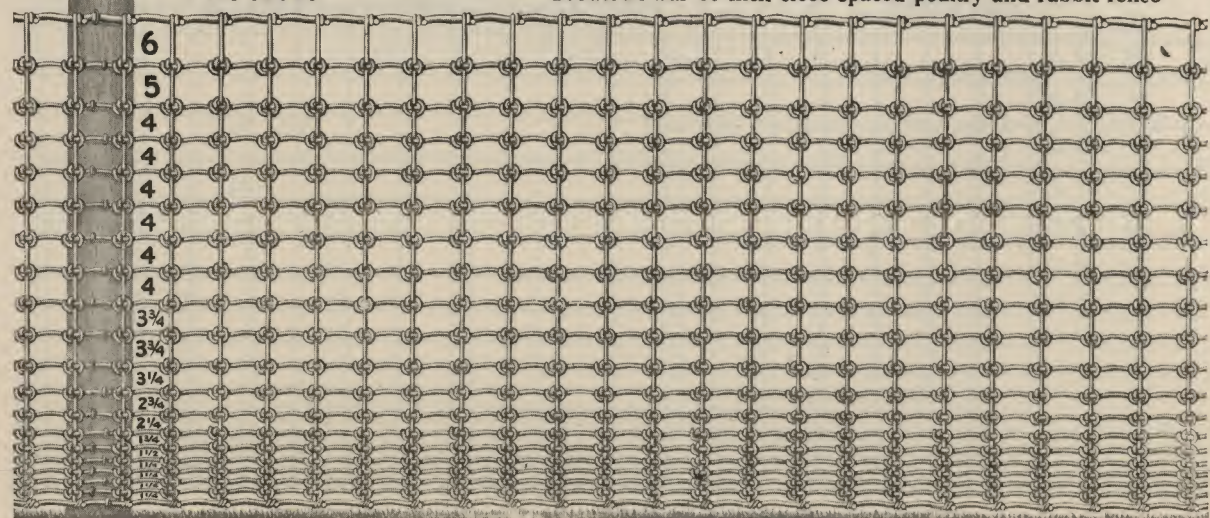
**40 $\frac{1}{2}$  Cts.**  
**PER**  
**ROD**

|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$4.05  | \$8.10  | \$12.15 | \$16.20 |

Top wire, No. 11; bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

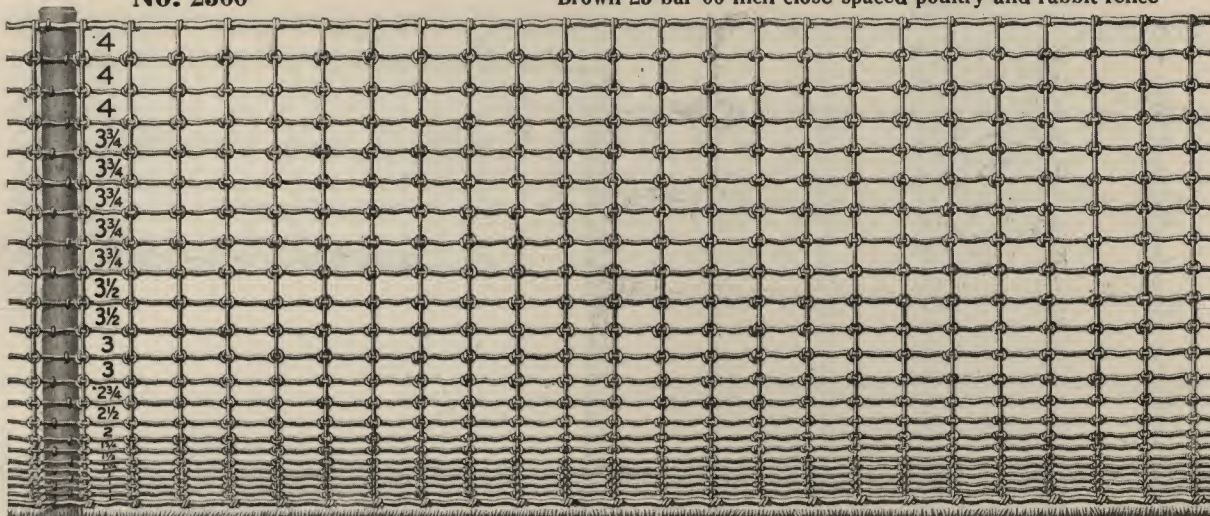
**Brown 20 bar 60 inch close spaced poultry and rabbit fence**





# No. 2360

# Brown 23 bar 60 inch close spaced poultry and rabbit fence



## No. 2360

**43 1/4 Cts.**  
PER ROD

Made in 10, 20, 30, 40 Rod Rolls

| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|---------|
| \$4.33  | \$8.65  | \$12.98 | \$17.30 |

### Specifications

Top wire, No. 11; bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 6 inches apart (32 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

*Make the standard  
galvanizing test  
then be the judge!*

A. M. WHEELER, superintendent Sandborn Public Schools, Sandborn, Ind., writes:

"Your catalog came, also sample of fence and check for 15 cents. I made test before my agricultural class of your sample, also samples of several other kinds of fence and I found your sample stood the best test of any."

The best way to buy fence is to test it before you spend your money for it and buy the one that makes the best showing on the standard galvanizing test.

**WE PAY  
THE  
FREIGHT**

**DIRECT  
FROM  
FACTORY**

## No. 1848

**33 1/4 Cts.**  
PER ROD

Made in 10, 20, 30, 40 Rod Rolls

| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
|---------|---------|---------|---------|
| \$3.33  | \$6.65  | \$9.98  | \$13.30 |

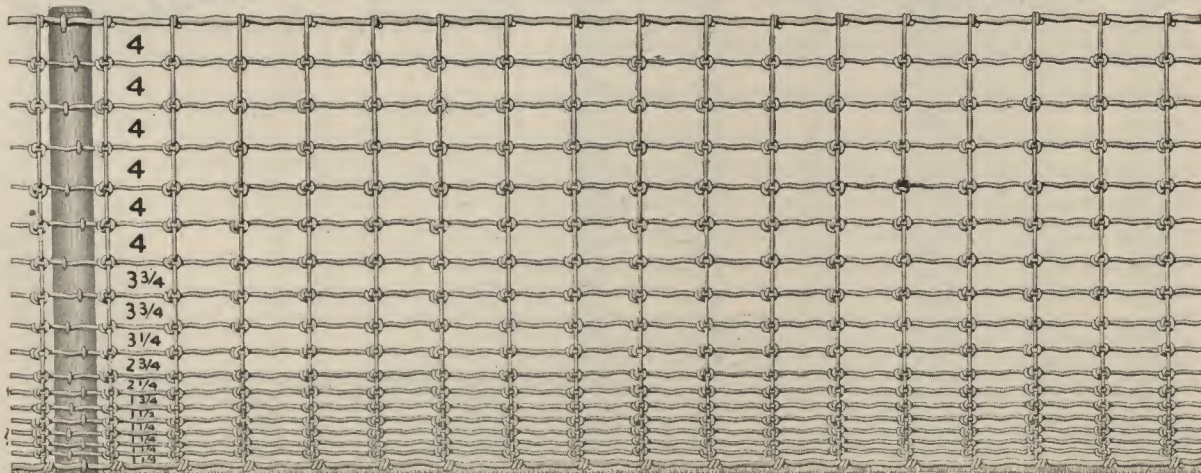
### Specifications

Top wire, No. 10; bottom wire, No. 12; intermediate wires, No. 14; stay wires, No. 14, spaced 8 inches apart (24 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

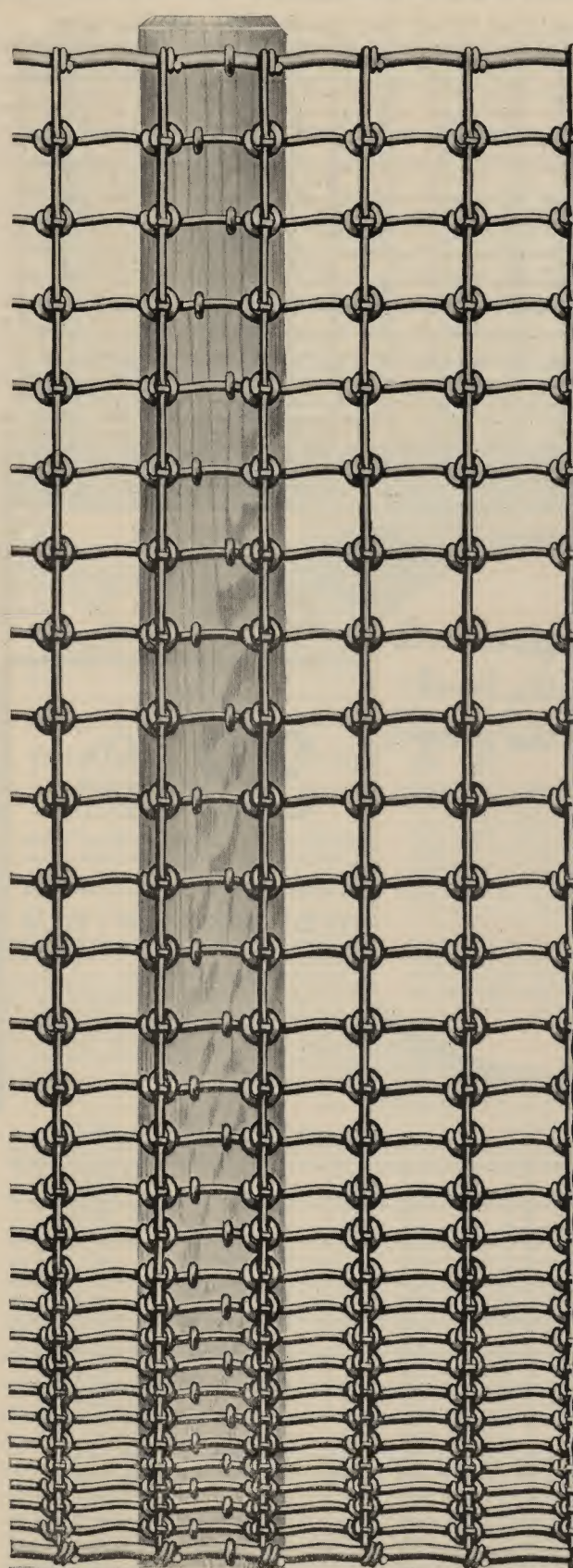
We pay freight on 40 rods or more

## No. 1848

## Brown 18 bar 48 inch poultry fence







## Rabbit and Poultry Fence— Extra Close Spaced

In addition to our regular styles of Poultry Fences, we supply the growing demand for extra close spaced Poultry Fence, especially valuable where rabbits and other small marauding animals are numerous and troublesome.

Four styles will be found illustrated and described, starting on next page.

These Rabbit and Poultry Fences contain more wires of slightly lighter gauge than our regular Poultry Fence, but very closely spaced. Even when deep snow is on the ground, rabbits cannot get through because the openings as far as half way up the fence are very closely spaced and these fences are designed and built for just such conditions. The cross wires on all styles are only 4 inches apart.

These Rabbit and Poultry Fences are becoming especially popular in fruit-growing sections, where trees must be efficiently protected against gnawing by rabbits and rodent pests.

Brown quality, throughout—and Brown factory prices, freight prepaid on 40 rods or more.

## Factory Prices— —Freight Prepaid

If you can use some of this fence you can thank yourself for the opportunity of saving a nice few dollars on the amount you need. Our prices, direct from factory, with all freight prepaid on 40 rods or more, are positively the lowest ever quoted by anyone for fence of this quality. If you don't need 40 rods—if you can use only 10 rods or so, you can order some other fence with it and we will pay the freight just so long as your total order amounts to 40 rods.

## Quality guaranteed

Brown's Rabbit and Poultry Fence is the favorite of farmers and fruit growers everywhere. It has been endorsed by owners everywhere as the greatest fence of its kind made. Read what E. M. Dore writes:

R. F. D. No. 6, Dover, Del.

"I have 50 rods of No. 2972 Poultry and Rabbit Proof Fence stretched around my poultry runs. It is certainly a fine looking, well constructed and durable fence. Will want 100 rods more soon and I know of none better or cheaper than the Brown."



**42 Cts.  
PER  
ROD**

|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$4.20  | \$8.40  | \$12.60 | \$16.80 |

Top wire, No. 11; bottom wire, No. 12; intermediate wires, No. 16; stay wires, No. 16, spaced 4 inches apart (48 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

Is it possible  
that 500,000  
farmers are wrong?

A THOUSAND might make the same mistake—even five thousand. If Brown Fence was of a poor quality—we might have sold it to a thousand farmers—once. If Brown Fence was of ordinary quality—we might have sold it to five thousand, or even ten thousand farmers—but you can rest assured that it takes the highest possible quality obtainable to secure the trade and friendship of five hundred thousand farmers. That is the record of *Brown Fence*.

**59  $\frac{1}{2}$  Cts.  
PER  
ROD**

|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$5.95  | \$11.90 | \$17.85 | \$23.80 |

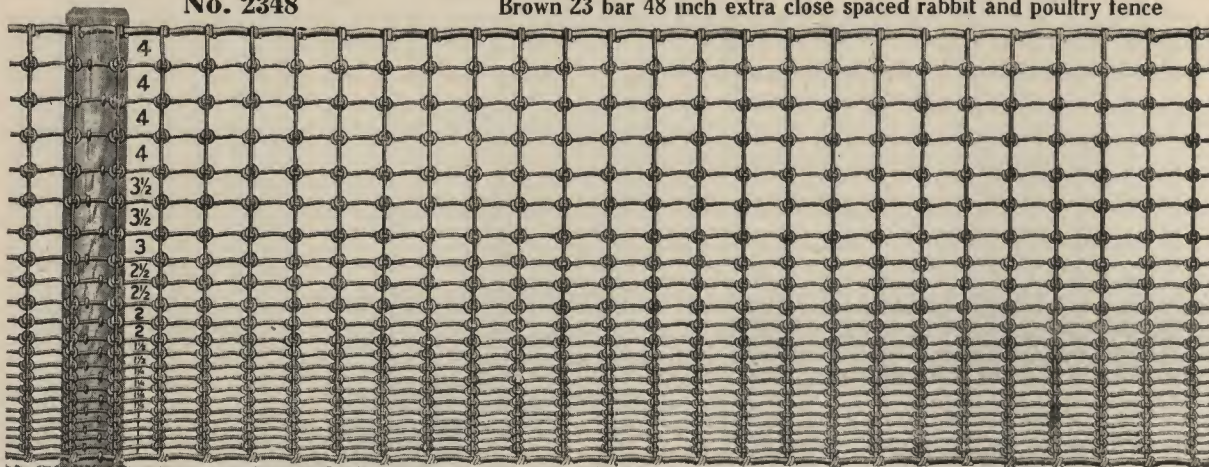
Top wire, No. 11; bottom wire, No. 12; intermediate wires, No. 16; stay wires, No. 16, spaced 4 inches apart (48 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

We pay freight on 40 rods or more

[illegible]



**Brown 23 bar 48 inch extra close spaced rabbit and poultry fence**



**46 Cts.**  
**PER**  
**ROD**

|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$4.60  | \$9.20  | \$13.80 | \$18.40 |

Top wire, No. 11; bottom wire, No. 12; intermediate wires, No. 16; stay wires, No. 16, spaced 4 inches apart (48 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**DIRECT  
FROM  
FACTORY**

*Your money's worth  
and more, when you  
deal with Jim Brown*

IT DEPENDS entirely on what you consider your money's worth. If you judge by the dealers' prices, you are getting a good deal more than your money's worth by purchasing direct from The Brown Fence & Wire Co. If you judge by the prices other manufacturers quote, you are getting a great big money's worth when you buy from Brown. Whatever way you judge the value you ought to get for your money, you will find that Brown gives you a great big dollar's worth for every 100 cents that you spend with him.

**PAY  
THE  
RIGHT**

No. 2660

**52  $\frac{1}{4}$  Cts.**  
**PER ROD**

Made in 10, 20, 30, 40 Rod Rolls

| 10 Rods       | 20 Rods        | 30 Rods        | 40 Rods        |
|---------------|----------------|----------------|----------------|
| <b>\$5.23</b> | <b>\$10.45</b> | <b>\$15.68</b> | <b>\$20.90</b> |

**Specifications**

Top wire, No. 11; bottom wire, No. 12; intermediate wires, No. 16; stay wires, No. 16, spaced 4 inches apart (48 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

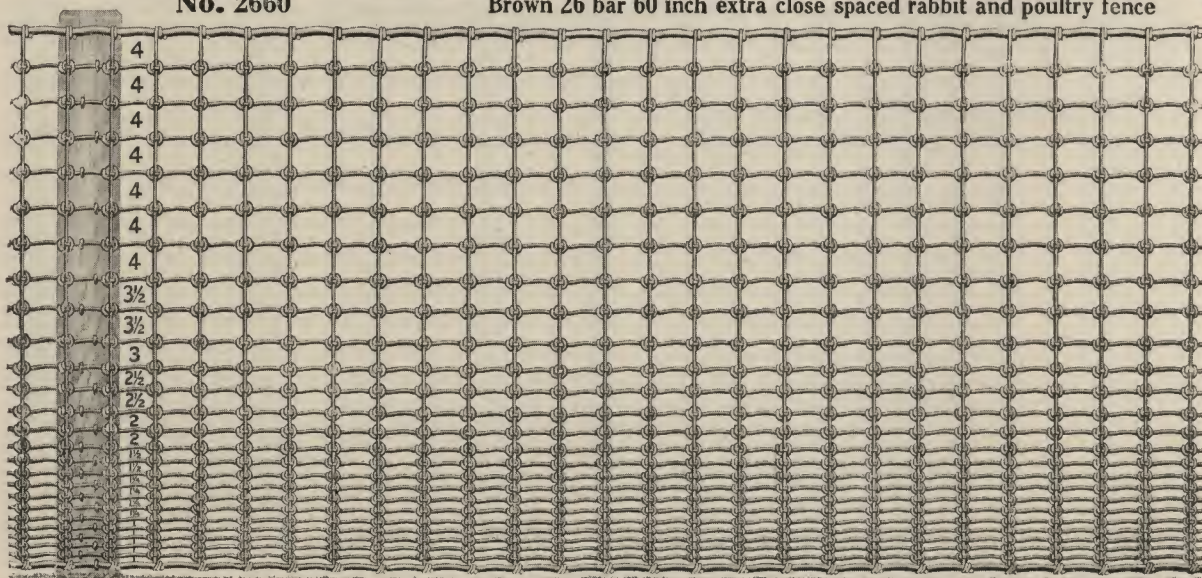
**52  $\frac{1}{4}$  Cts.**  
**PER**  
**ROD**

|         |         |         |         |
|---------|---------|---------|---------|
| 10 Rods | 20 Rods | 30 Rods | 40 Rods |
| \$5.23  | \$10.45 | \$15.68 | \$20.90 |

Top wire, No. 11; bottom wire, No. 12; intermediate wires, No. 16; stay wires, No. 16, spaced 4 inches apart (48 to the Rod). All Double Galvanized Basic Open-Hearth Wire.

**We pay freight on 40 rods or more**

**Brown 26 bar 60 inch extra close spaced rabbit and poultry fence**





# BROWN'S NEW TRIPLE ANGLE STEEL POSTS

**Cheaper than Wood Posts, Stronger and More Durable; No Post Holes To Dig; No Rot, No Rust, No Repairs! Low Prices, Freight Prepaid**

I have devoted a great many years towards the perfection of Brown's Double Galvanized Fence. It was perfectly natural for me to turn to the question of durable fence posts.

The price of wood posts has constantly been going up and the quality constantly going down. Something had to be done. Steel posts were the only logical answer. And I've been 5 years trying to find the right steel post—one that could go "hand in hand" with Brown Fence.

Now I've got the post I've been looking for. It took me five years to find it, but it was worth every minute of the search I have made. It is beyond question the heaviest, strongest, toughest, most durable and most satisfactory fence post ever made by anybody, and I don't bar any other metal post or any wood post or any concrete post.

## Cheaper Than Wood

The cost of fence posts should be determined by the first price, divided by the number of years of service they give. Be sure that the first price includes not only the cost of the post itself, but also the cost of digging post holes, cost of hauling, handling, setting and stapling. And then consider the kind of service you get.

Figured on that basis, there is no comparison between Brown's new Triple Angle Metal Fence Post and wood posts. The average price of a good 6½-foot wood post is 25 cents—perhaps a trifle less in some localities, but most likely more in most sections.

The cost of digging holes, hauling, handling, setting, stapling and loss from culls, brings the total first price of a wood post pretty close up to 40c—let us say 35c to be conservative, and a good wood post won't last more than 10 to 12 years—or about 3c per year.

A 6½-foot Brown Triple Angle Metal Fence Post averages about 30c. No holes to dig, no staples to drive, no culls. The only added expense is for driving the posts into the ground and for handling and hauling. These items are very small, first because driving into the ground is much less expensive and much easier than digging holes, and the handling and hauling is a small proposition because the shape of Brown's new Metal Posts allows them to fit into each other.

I don't believe that the entire cost of a 6½-foot Brown Post would be more than 32c set into the ground—or let us say 35c at

the most. And we pay the freight—don't forget that.

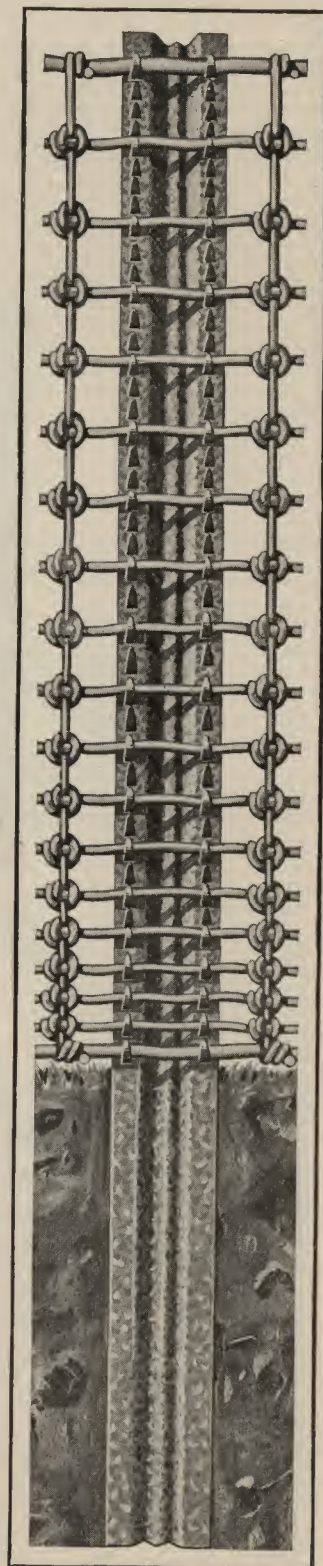
## Outlasts Wood 2 to 1

There isn't a question in my mind but that Brown's new Triple Angle Metal Fence Posts will last 35 years. There have been other steel posts in use for that length of time with very little signs of depreciation, and there are any number of old iron picket fences which have been in use for 40 and 50 years and which look good for as many years longer.

But let us say that Brown's new post will last only 25 years. That figures down to a yearly cost of about 1¼c as compared to 3c a year for the wood posts.

And don't forget that Brown's Triple Angle Metal Fence Posts will give you a lot better service, too. You can put your fence up quicker because you don't have to dig holes. Your metal posts won't snap off at the ground line from strain, jar or excessive weight because they have ten times the elastic limit of the average wood, per square inch, the exact figures being 30,000 pounds for the steel used in our new post, as against 3,300 pounds, which is the elastic limit for average wood posts.

Another mighty important advantage of the steel post is that they are absolutely fire-proof, lightning-proof, frost-proof and moisture-proof. You can burn the fence line without burning the fence post. Every fence post is a "ground", so that stock can't be killed in leaning against them in lightning storms. Frost won't make them "lift" in the Spring.





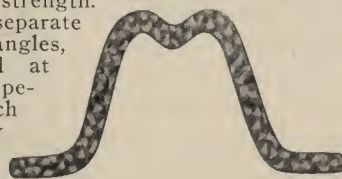
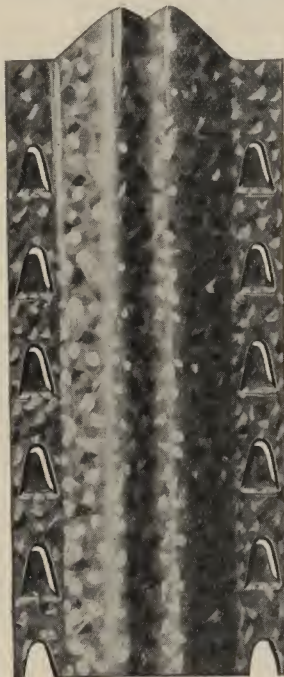
## No Post Holes, No Staples

It is a heap sight easier to drive these new steel posts into the ground than it is to dig a hole for every wood post. The saving in time on this item alone is well worth considering and should certainly be credited to steel posts. And you don't have to buy a single staple when you put your fence up on these metal posts because they are entirely self-contained—that is, they are equipped with metal lugs, as shown in the illustration, which are bent over the wires and which fit any kind or style or size of fence—no matter how close or how far apart the wires may come. No staples or any other fastening device is necessary. It not only has a self-contained fastening device, but please note that there are two of them, one on each side of the post, so that you have a double clinch instead of a single clinch. You can easily understand how this tends to hold your fence up tighter and stronger than any other means.

### Triple Angle Construction

I can't impress upon you too forcibly the value and strength of the triple angle construction in our new posts. Engineers will tell you that angle construction is stronger than tubular construction. That is why automobile axles, railroad tracks, steel girders for the skyscrapers of New York, Chicago and other large cities are all made of angle steel construction, either I-beam or direct angles.

When you see the Brown Metal Post, you won't wonder why the triple angle construction gives it such tremendous strength. There are three separate and distinct angles, strongly reinforced at every point by its peculiar design which makes it actually stronger than any other fence post



I have ever heard about. It is a masterpiece of engineering skill and ingenuity.

The design of this post gives it the greatest area of bearing surface and exceptional resistance against bending or breaking at the ground line—also, in driving, it does not cut away any part of the ground so that it is always tight and secure. Its construction also affords the greatest strength toward and away from the field—just where greatest strength is most needed.

### 14 Gauge—Open Hearth Steel

Brown's Triple Angle Metal Fence Posts are made of the best grade of 14 gauge Basic Open Hearth steel, heavily galvanized or special painted, as desired. The steel used possesses the same proportion of carbon, phosphorus, sulphur, manganese and silicon as is found in the best grade of boiler steel. This steel has a tensile strength of from 55,000 to 65,000 pounds per square inch. There is no better metal that could possibly be used in the construction of a fence post than the quality used in this new post of ours.

Brown's Triple Angle Metal Fence Post is the heaviest steel post manufactured—No. 14 gauge. Most others are No. 16 gauge—some even lighter. There is nothing in the world like a good, strong, heavy post when it comes to withstanding unusual strains and the elements of time, wind and weather. I could have secured a 16 gauge or 18 gauge steel post long ago, but I knew in my own mind that such light-weight posts couldn't possibly fill the bill. That is why I waited for this No. 14 gauge post.

These new posts are furnished galvanized or painted, as desired. Of course, the galvanized posts are superior to painted posts for all conditions, but the painted posts will be found to give excellent satisfaction.

Our painted posts are coated with a special black paint, which sticks tightly to the metal and dries with a hard, glossy finish.

### All Sizes—Galvanized or Painted

You can secure these new metal fence posts in any size to suit the fence you have or the fence you are planning to order. For prices and list of sizes see below.

I am going to ask everybody who reads this to send me an order for a few of them at any rate, subject to examination and approval. If you want your money back you can have it in a minute. I know how safe I am in making this offer because I know how remarkably efficient these posts are.

You can take my word of honor for it—there isn't another fence post on the market that is as cheap in the long run as Brown's new Triple Angle Fence Post.

## Note these Prices, Freight Prepaid on Steel Line Posts

We pay the freight to your nearest railway station on all orders for 25 posts or more. Orders for less than 25 posts will take same price f. o. b. factory.

| Length in Feet | For Fences Height in Inches | Gauge of Steel | Price for Galvanized | Price for Painted |
|----------------|-----------------------------|----------------|----------------------|-------------------|
| 5 feet         | 32 inch and under           | 14 gauge       | 24¾ cents            | 19¾ cents         |
| 5½ "           | 36 " " "                    | 14 "           | 27 "                 | 21¾ "             |
| 6 "            | 42 " " "                    | 14 "           | 29¾ "                | 23¾ "             |
| 6½ "           | 48 " " "                    | 14 "           | 32¾ "                | 25¾ "             |
| 7 "            | 54 " " "                    | 14 "           | 34¾ "                | 27½ "             |
| 8 "            | 60 " " "                    | 14 "           | 40 "                 | 31½ "             |
| 9 "            | 72 " " "                    | 14 "           | 44½ "                | 35½ "             |
| 10 "           |                             | 14 "           | 49¾ "                | 39½ "             |



### Cap for driving line posts

Under ordinary soil conditions, the Brown line post can be successfully driven. Make a hole 10 or 12 inches deep with a crowbar, put the line post in this hole and drive to place with a maul, using the Brown Driving Cap here illustrated or a piece of wood on top of the post.

Price of Driving Cap, 20¢



# STEEL END AND CORNER POSTS

**T**HE most important posts in a fence are the end and corner posts. They should be extra large, extra heavy, extra strong and extra durable. The posts should be set in concrete, if possible, and firmly braced.

The Brown Triple Angle Steel End and Corner Posts are the last word in perfection of posts for this purpose. They are stronger than wood, won't rust or rot, can't burn, can't break off at the ground line. You can stretch your fence until it

sings, without the least effect on these posts. These end

Those painted are coated with a special black paint, which sticks tightly and prevents rust for a great many years.

When thinking of the price of these posts as compared to wood posts, bear in mind that the true cost of a fence post should be figured on the basis of the cost per year. At the prices quoted below, which include all freight charges to your station, you will never regret having sent me your order for as many of these posts as you need. They are by far the biggest and most massive end and corner posts on the market. They will outlast anything else you can put up, and the cost per year in service is much lower than the best wood posts you can buy, regardless of price.

Note method of double bracing corner posts.

Braces are made of 1/4-inch steel tubing.

## Ornamental Top



Many of our customers improve the appearance of their steel End and Corner posts by adding the ornamental top shown in illustration above. They are very inexpensive and last as long as the post. Price, 30c each.

## Freight Prepaid Prices Steel End and Corner Posts

We pay the freight on orders for 4 or more end or corner posts or on any quantity when ordered with 25 or more line posts. Orders for less than 4 end or corner posts take the same price f. o. b. factory, unless they are ordered with 25 or more line posts.

Prices include braces and all brace attachments making complete post ready to set.

| Length in Feet | For Fences Height in Inches | Galvanized End Post Complete | Galvanized Corner Post Complete | Painted End Post Complete | Painted Corner Post Complete |
|----------------|-----------------------------|------------------------------|---------------------------------|---------------------------|------------------------------|
| 7 foot post    | 48 inches                   | \$3.35                       | \$3.84                          | \$3.05                    | \$3.29                       |
| 8 " "          | 58 "                        | 3.62                         | 4.12                            | 3.32                      | 3.57                         |
| 9 " "          | 72 "                        | 3.89                         | 4.39                            | 3.59                      | 3.84                         |
| 10 " "         | 72 "                        | 4.16                         | 4.67                            | 3.86                      | 4.12                         |
| 11 " "         |                             | 4.43                         | 4.94                            | 4.13                      | 4.39                         |

## Set Braces in Concrete

Note method of imbedding end post anchor in concrete. This is the method we recommend, though almost any concrete foundation will do.





## Brown Lawn Fence

Beautiful Lawn Fence, if made of durable material, adds more to the appearance of a home, school or church than almost anything else. Poor-looking lawn fence detracts—makes the place look shabby, run down and worn out.

It pays to buy Lawn Fence—if you buy the right kind. Rather than spend your money for “cheap”, skimpy quality, Brown’s advice is to put up a board fence, from which you don’t expect much.

In cataloguing these Lawn Fences, our aim has been to illustrate and describe the popular styles and heights best adapted to our customers’ use, with freight prepaid prices plainly marked opposite each one.

## Enhance the Beauty and Value of your Home

A beautiful Lawn Fence gives a home that appearance of privacy, beauty and distinction which no other improvement can give. Every home, on farm or in town, should be surrounded with one of the beautiful Brown Lawn Fences shown on the following pages.

Our prices are really less than the cost of a good wood fence. By the time you put the wood fence up and figure how short a time it lasts and how easily you could put Brown Lawn Fence up and how long it lasts, you will find that the cost per year for Brown Fence is much lower than that of an ordinary wood fence.

Compare Brown Lawn Fence to a “cheap” wire lawn fence, which quickly sags or rusts out, or breaks, and you will find that Brown Fence costs you about one-third as much in the end.

### About Posts

Our farm and lawn fences can be erected on wood, cement or steel posts. Those wishing to purchase the strongest, most durable and best steel post on the market today at the lowest price consistent with weight and quality, will find a complete line of such metal posts fully described and illustrated on pages 63, 64 and 65 of this catalogue.





## Style "A" Lawn Fence For greatest Beauty, Longest Service, Most Economy

### You can't beat these Factory Prices

Style "A" Lawn Fence  
Size, 2½ feet high  
Price, 9¼ cents per running foot

Style "A" Lawn Fence  
Size, 3 feet high  
Price, 10½ cents per running foot

Style "A" Lawn Fence  
Size, 3½ feet high  
Price, 11½ cents per running foot

Style "A" Lawn Fence  
Size, 4 feet high  
Price, 12¾ cents per running foot

The prices quoted above are per running foot, or lineal foot.

We pay the freight on all orders for 100 feet or more. Or on smaller orders, if sent with an order for 40 rods or more of other fence.

For Lawn Fence Gates, see pages 72 and 73.

THINK how beautiful Lawn Fence like the one shown in this illustration will give your home the appearance of prosperity. Think how proud you must be of the Lawn Fence that will make passersby stop and look again and again at your place.

Think how much a beautiful fence like this will increase the value of your farm or home if you should ever decide to sell out.

But beauty is only one advantage of Brown Fence. Service is just as big a consideration with a man who has only a certain amount of money to spend, or even with a man who can spend as much as he wants for lawn fence.

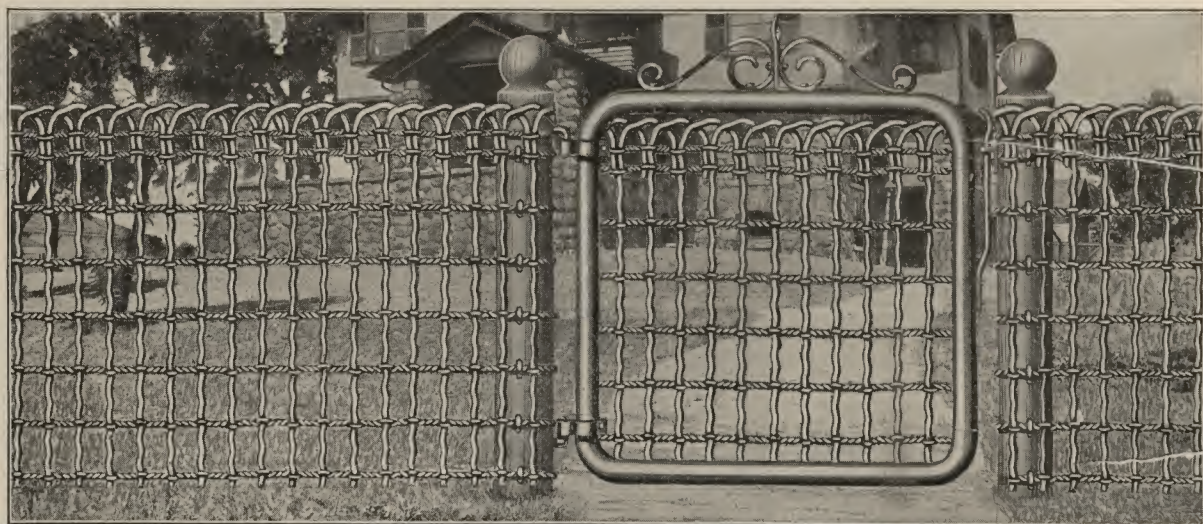
Brown Fence is built beautifully—but it is also built for durability. It will stand up year after year without sagging, rusting or breaking.

Brown Lawn Fence is a handsome fence at the outset. And it **stays** that way for years and years, for the wire is strong and stiff enough to prevent sagging or breaking, and the double galvanizing is the best possible insurance against rust. So Brown Lawn Fence is at one and the same time the most permanently elegant and the most truly economical.

### Specifications

Style "A" Lawn Fence is made of No. 9 double galvanized steel spring wire throughout. Both strand wires and pickets are uniformly crimped, which adds to their stiffness and keeps each wire in place. Pickets are spaced 2¼ inches apart and double No. 9 strand wires placed about 6 inches apart.





*This is Style "B"  
a Lawn Fence You Will be Proud of!*

### Note these Low Prices!

Style "B" Lawn Fence  
Size, 2½ feet high  
Price, 6¾ cents per running foot

Style "B" Lawn Fence  
Size, 3 feet high  
Price, 7¼ cents per running foot

Style "B" Lawn Fence  
Size, 3½ feet high  
Price, 7¾ cents per running foot

Style "B" Lawn Fence  
Size, 4 feet high  
Price 8½ cents per running foot

The prices quoted above are per running or lineal foot.

We pay the freight on all orders for 100 feet or more. Or on smaller orders, if they accompany orders for 40 rods or more of other fence.

For Lawn Fence Gates, see pages 72 and 73.

**I** DON'T believe there is a farm or city home or a park, church or school, which cannot be improved by putting up a lawn fence like the one shown here. The illustration cannot do it justice.

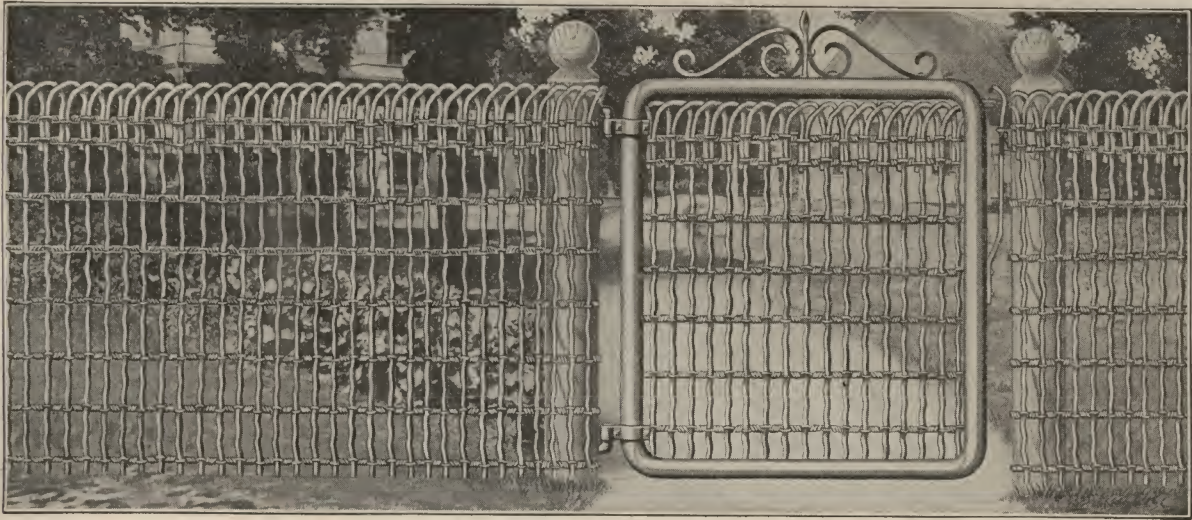
I wish you could see this fence. I believe it would sell itself to you in a minute. Look at the illustration carefully and read the description. You will be mighty well pleased with Style "B"—it will add so much to the appearance of your place—will add so much to its value. A beautiful lawn fence like this makes people want to know "who's place is that." Order now, at the rock bottom factory prices quoted here. You can't do as well anywhere.

### Specifications

Corrugated pickets are all No. 9 double galvanized wire, spaced 2⅞ inches apart. Cabled line-wires are spaced about 6 inches apart, except the two top wires, which are spaced 2¾ inches apart. These are also of heavy, double galvanized material.

Particular attention is called to our method of reversing the twist of the cable wires on the pickets (not between them), which prevents the cables from untwisting or even slacking from extraordinary strain or expansion and contraction due to climatic changes.





## Style "BB" Lawn Fence One of Our Most Popular Styles

### Cheaper than others? Look at these prices!

Style "BB" Lawn Fence  
Size, 2½ feet high  
Price, 7½ cents per running foot

Style "BB" Lawn Fence  
Size, 3 feet high  
Price, 7¾ cents per running foot

Style "BB" Lawn Fence  
Size, 3½ feet high  
Price, 8¼ cents per running foot

Style "BB" Lawn Fence  
Size, 4 feet high  
Price, 9¼ cents per running foot

The prices quoted above are per running or lineal foot.

We pay the freight on all orders for 100 feet or more. Or on smaller orders, if they accompany orders for 40 rods or more of other fence.

For Lawn Fence Gates, see pages 72 and 73.

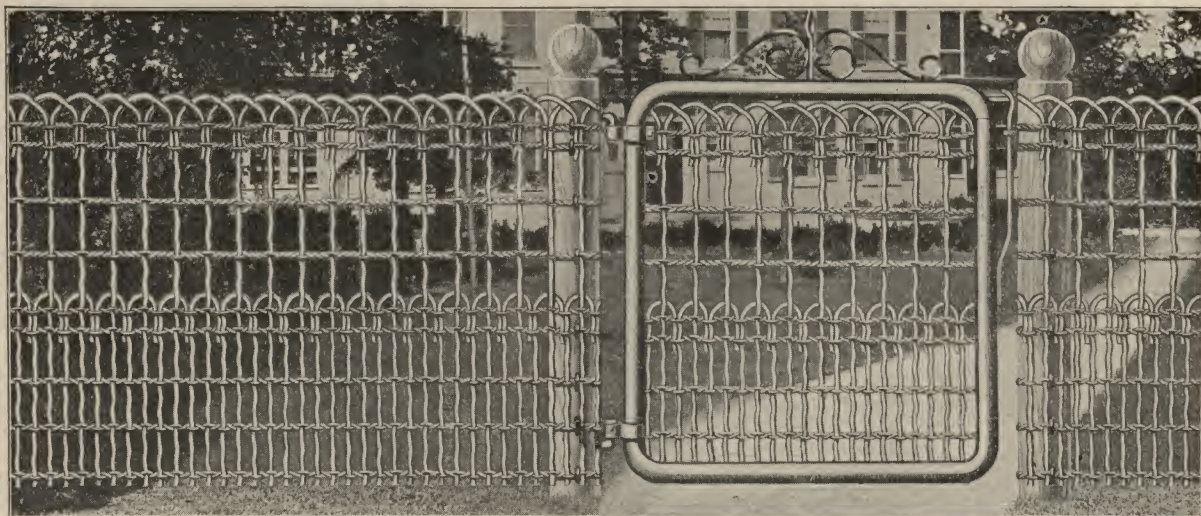
LAWN FENCE is becoming more and more popular on the farms of America. Farmers want beautiful homes and lawns as well as city people. Our orders for lawn fence more than doubled last year. This year we expect another big increase. And this new style "BB" will bring us a good share of our business. It is just the style that will convince thousands of farmers of their need for Lawn Fence around their homes. Read the description, then send in your order.

Particular attention is called to our method of reversing the twist of the cable wire on the pickets (not between them), which prevents the cables from untwisting or even slacking from extraordinary strain or expansion and contraction due to climatic changes.

### Specifications

Corrugated pickets are all No. 9 double galvanized wire, spaced 2¼ inches apart. Cabled line-wires are spaced about 6 inches apart, except the two top wires, which are spaced 2¾ inches apart. These are also of heavy, double galvanized material.





## Style "C" Lawn Fence a great Beautifier - at Small Cost

### How many feet shall we send?

Style "C" Lawn Fence  
Size, 2½ feet high  
Price, 8¾ cents per running foot

Style "C" Lawn Fence  
Size, 3 feet high  
Price, 9¼ cents per running foot

Style "C" Lawn Fence  
Size, 3½ feet high  
Price, 10 cents per running foot

Style "C" Lawn Fence  
Size, 4 feet high  
Price, 11¼ cents per running foot

The prices quoted above are per running or lineal foot.

We pay the freight on all orders for 100 feet or more. Or on smaller orders, if they accompany orders for 40 rods or more of other fence.

For Lawn Fence Gates, see pages 72 and 73.

STYLE "C", shown above, is a great favorite among our customers, owing to its ornamental appearance, as well as close bottom spacings of wire, which give absolute protection against small chickens and marauding animals.

The illustration and the specifications herewith will tell more about this fence than any other personal word I can give you. It is enough to say that I am willing to back it with the 33 years' reputation we have gained in the fence business.

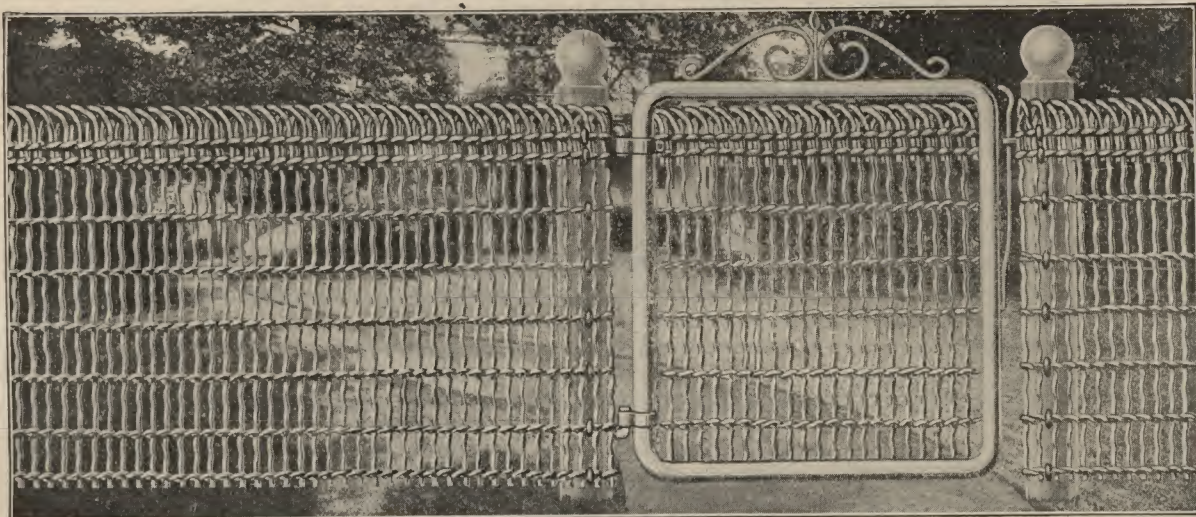
To those who know us, this is the strongest guarantee I could possibly make.

I only want to add these few words: Wherever you go, you will find that the best-looking houses are made even better-looking when surrounded by beautiful lawn fencing and that ordinary homes are greatly improved by a good-looking lawn fence. Whether your home is new or old, the fence shown here will improve it immensely.

### Specifications

Pickets No. 9 wire, spaced 2⅞ inches apart at the top, with an additional picket interwoven at the bottom, making spacings of lower half of fence 1⅜ inches apart. Cables are spaced about 6 inches apart, except two top cables, which are spaced 2⅜ inches apart. All wires are heavily galvanized and practically indestructible.





## Style "D" Lawn Fence An Extra Close Spaced Ornamental Fence

### See how much we save you

Style "D" Lawn Fence  
Size, 2½ feet high  
Price, 6½ cents per running foot

Style "D" Lawn Fence  
Size, 3 feet high  
Price, 7¼ cents per running foot

Style "D" Lawn Fence  
Size, 3½ feet high  
Price, 7¾ cents per running foot

Style "D" Lawn Fence  
Size, 4 feet high  
Price, 8¾ cents per running foot

Style "D" Lawn Fence  
Size, 5 feet high  
Price, 10 cents per running foot

The prices quoted above are per running or lineal foot.

We pay the freight on all orders for 100 feet or more. Or on smaller orders, if they accompany orders for 40 rods or more of other fence.

For Lawn Fence Gates, see pages 72 and 73.

**A** BEAUTIFUL Lawn Fence is a real warm welcome to people who come to see you. No Lawn Fence could be more attractive—none could be more dignified than the five styles we illustrate in this catalogue.

Any Lawn Fence is good. But while you are buying, it's just as easy to get the best—and much more economical in the end. And you can be sure we would not urge you to get the best unless we were sure Brown's is best. Investigate carefully, compare prices and quality, then decide.

This Style "D" is similar to our Styles "B" and "BB" except the upright pickets in Style "D" are spaced 1½ inches apart and are made of No. 12 wire. While this Style "D" is made of lighter weight material than our other styles, it will, however, give splendid service and satisfaction to those wishing an extra close-spaced ornamental fence. If not—tell Brown and he will adjust your complaint.

### Specifications

Corrugated pickets are all No. 12 double galvanized wire, spaced 1½ inches apart. Cabled line-wires are spaced about 6 inches apart, except the two top wires, which are spaced 2¾ inches apart. These are also of heavy, double galvanized material.



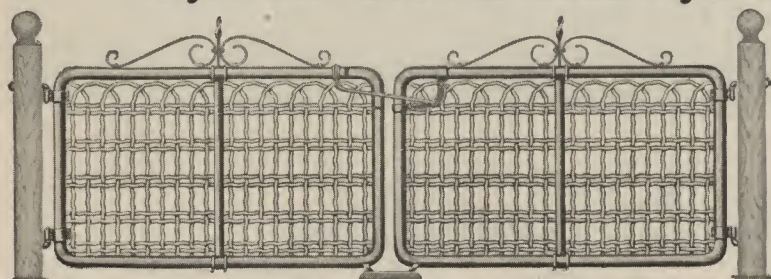
# Gates to Match our Lawn Fences!

**M**ANY of our customers who buy Lawn Fence want a walk gate and perhaps a drive gate to match it. We make a complete line of such gates. They are strongly built, neat and attractive in appearance, and give the entire fence line a uniform appearance. However, it is not necessary to

use the same style gates as fence. Where not specified, the style gate will be furnished to match the fence.

**Remember**—We pay the freight if you order gates with 40 rods or more of fencing, or with 100 feet or more of lawn fence, or on an order of five gates or more alone.

## Style "EE" Gates to match Style "A" Lawn Fence



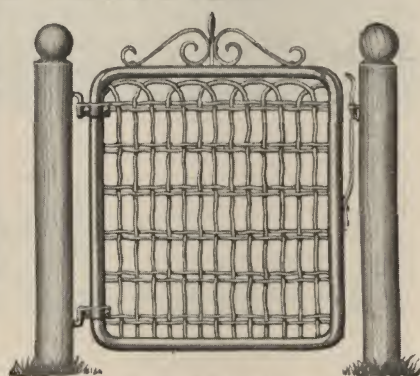
### Price of Style "EE" Double Drive Gates

|  |        |
|--|--------|
| 2½, 3, 3½ or 4 feet high x 8 feet wide.....  | \$6.30 |
| 2½, 3, 3½ or 4 feet high x 10 feet wide..... | 6.85   |
| 2½, 3, 3½ or 4 feet high x 12 feet wide..... | 7.50   |
| 2½, 3, 3½ or 4 feet high x 14 feet wide..... | 8.45   |
| 2½, 3, 3½ or 4 feet high x 16 feet wide..... | 9.35   |

Prices include Hinges and Latch

Style "EE" Lawn Gate is made to match our style "A" Lawn Fence and will be sent with all orders of this style fence including order for gates, unless otherwise specified.

Width of gates is actual measurement between posts, we allowing for latches and hinges.

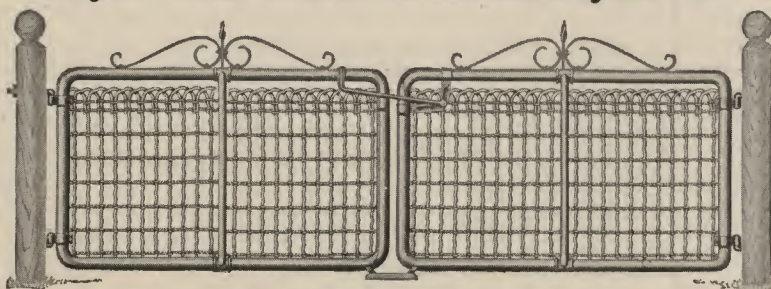


### Style "EE" Walk Gates

|                                   |        |
|-----------------------------------|--------|
| 2½ or 3 ft. high x 3 ft. wide.... | \$2.50 |
| 3½ or 4 ft. high x 3½ ft. wide..  | 2.75   |
| 4 ft. high x 4 ft. wide.....      | 3.00   |

Prices include Hinges and Latch

## Style "GG" Gates to match Styles "B" and "BB" Lawn Fence



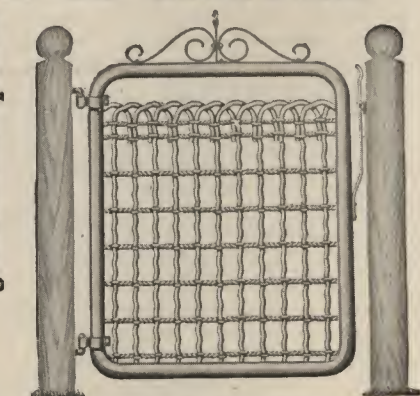
### Price of Style "GG" Double Drive Gates

|  |        |
|--|--------|
| 2½, 3, 3½ or 4 feet high x 8 feet wide.....  | \$5.60 |
| 2½, 3, 3½ or 4 feet high x 10 feet wide..... | 6.35   |
| 2½, 3, 3½ or 4 feet high x 12 feet wide..... | 7.00   |
| 2½, 3, 3½ or 4 feet high x 14 feet wide..... | 7.95   |
| 2½, 3, 3½ or 4 feet high x 16 feet wide..... | 8.85   |

Prices include Hinges and Latch

Style "GG" Lawn Gate is made to match our styles "B" and "BB" Lawn Fence, and will be sent with all orders of this style fence including order for gates, unless otherwise specified.

Width of these gates is actual measurement between posts, we allowing for Latches and Hinges.



### Style "GG" Walk Gates

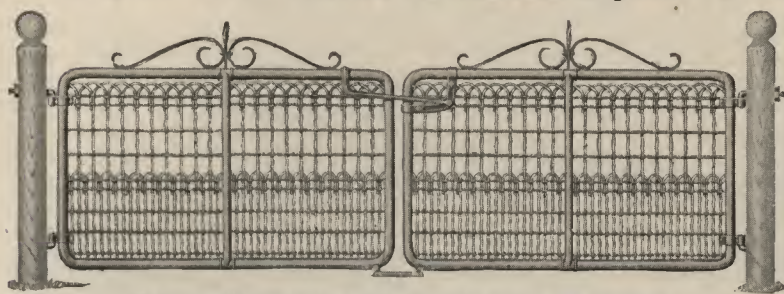
|                                   |        |
|-----------------------------------|--------|
| 2½ or 3 ft. high x 3 ft. wide.... | \$2.35 |
| 3½ or 4 ft. high x 3½ ft. wide..  | 2.55   |
| 4 ft. high x 4 ft. wide.....      | 2.85   |

Prices include Hinges and Latch

**SPECIAL NOTE:** All Brown Gates are regularly equipped with hinges and latches for wood posts, but where desired we can supply hangers for Steel Posts in any size from 1½ inches to 4 inches outside diameter. When ordering gates with fittings to be hung to Steel Posts, always give **OUTSIDE DIAMETER** of posts. Cost of these special Steel Post fittings is 25 cents extra for single gates and 50 cents extra for double gates. We make the strongest and most durable Steel Post in the market. See pages 63, 64 and 65 of this catalogue.



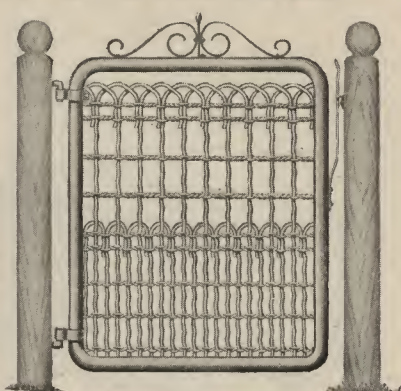
## Style "HH" Gates to match Styles "C" and "D" Lawn Fence



### Price of Style "HH" Double Drive Gates

|  |        |
|--|--------|
| 2½, 3, 3½ or 4 feet high x 8 feet wide.....  | \$5.60 |
| 2½, 3, 3½ or 4 feet high x 10 feet wide..... | 6.35   |
| 2½, 3, 3½ or 4 feet high x 12 feet wide..... | 7.00   |
| 2½, 3, 3½ or 4 feet high x 14 feet wide..... | 7.95   |
| 2½, 3, 3½ or 4 feet high x 16 feet wide..... | 8.85   |

Style "HH" Lawn Gate is made to match our Style "C" and "D" Lawn Fence, and will be sent with all orders of this style fence including order for gates, unless otherwise specified. Prices include hinges and latch. Width of these gates is actual measurement between posts, we allowing for latches and hinges.



### Price of Style "HH" Walk Gates

|                                   |        |
|-----------------------------------|--------|
| 2½ or 3 ft. high x 3 ft. wide.... | \$2.35 |
| 3½ or 4 ft. high x 3½ ft. wide..  | 2.55   |
| 4 ft. high x 4 ft. wide.....      | 2.85   |

Prices include Hinges and Latch

**SPECIAL NOTE:** All Brown Gates are regularly equipped with hinges and latches for wood posts, but where desired we can supply hangers for Steel Posts in any size from 1½ inches to 4 inches outside diameter. When ordering gates with fittings to be hung to Steel Posts, always give OUTSIDE DIAMETER of posts. Cost of these special Steel Post fittings is 25 cents extra for single gates and 50 cents extra for double gates. We make the strongest and most durable Steel Post in the market. See pages 63, 64 and 65 of this catalogue.

## Brown Galvanized Arches



Neat and attractive in design, substantial, strong and durable in construction, Brown Heavily Galvanized Arches make the finest entrance for Farms, Country Homes, Parks, Cemeteries or Public Grounds.

Posts and Arch of heavy carbon steel tubing, scrolls in wrought iron, raised silver-aluminum letters. And the whole Arch heavily galvanized in every part.

Please bear in mind our price of these Arches includes the gates as well as the lettering, and is for a complete Arch with gates delivered at your railway station.

Most others name price of Arch without gates and lettering, for which you must pay extra. Besides, their prices are F. O. B. Factory, which compels you to pay the freight—a big item on one of these heavy Arches.

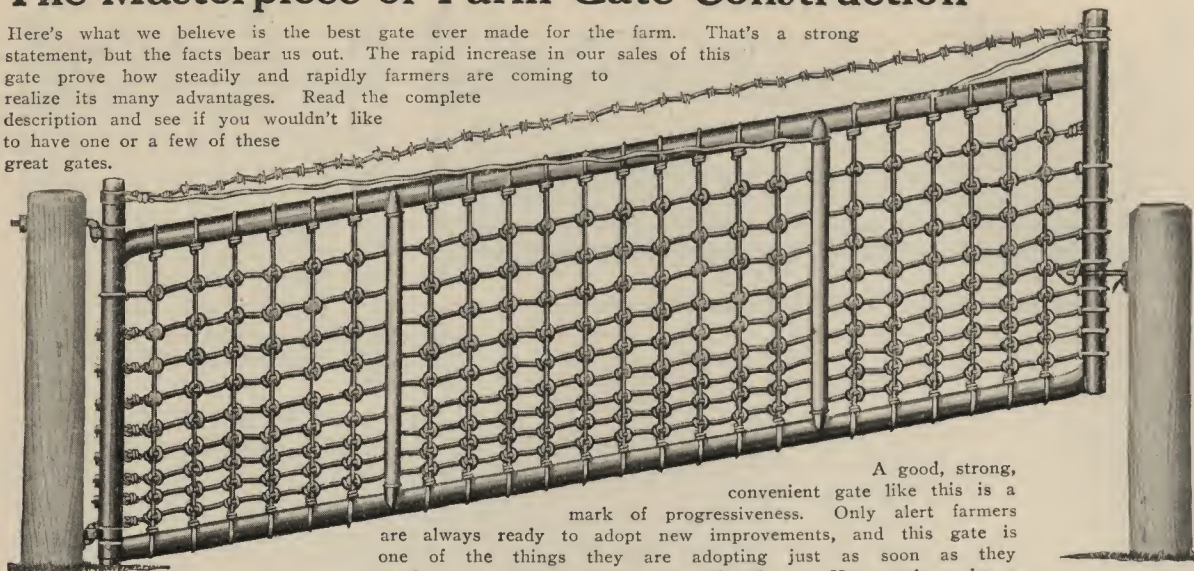
### Prices of Arches Including Gates and Lettering

|                                    |              |
|------------------------------------|--------------|
| For 8 or 10-ft opening, complete   | \$48.50      |
| For 12 or 14-ft. opening, complete | 51.50        |
| Price of Arches without lettering  | \$7.50 less. |

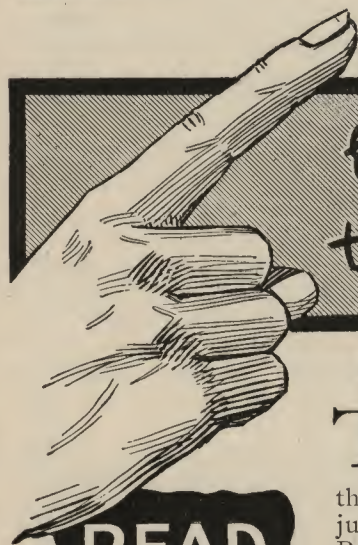


# The Masterpiece of Farm Gate Construction

Here's what we believe is the best gate ever made for the farm. That's a strong statement, but the facts bear us out. The rapid increase in our sales of this gate prove how steadily and rapidly farmers are coming to realize its many advantages. Read the complete description and see if you wouldn't like to have one or a few of these great gates.



A good, strong, convenient gate like this is a mark of progressiveness. Only alert farmers are always ready to adopt new improvements, and this gate is one of the things they are adopting just as soon as they need a new gate anywhere on the farm. You can't make a mistake by ordering it. You will always be mighty glad you learned about its many advantages.



Every Farmer ought to have this Brown Self Raising Gate!

**READ THIS!**

Mr. J. B. Gaunt, St. Anthony, Ia., writes: "The seven Self-Raising Gates which I ordered some time ago arrived here last week O. K. I found them far beyond my expectations, and they are pronounced by men here as about the best gate that has been seen about here. I have been requested to write you for an agency for the gates and fence. I would be glad to do what I can for you."

## Raises Itself — Reduces Work — Saves Money

**T**HOUSANDS of these Brown Self-Raising Gates are in constant use throughout this land. Every one of them was sold with the distinct understanding that it must give perfect satisfaction, or the purchase price would be returned. Our customers were the sole judges. Yet not one has been returned—not a single Brown Self-Raising Gate has ever proved unsatisfactory for any reason of construction.

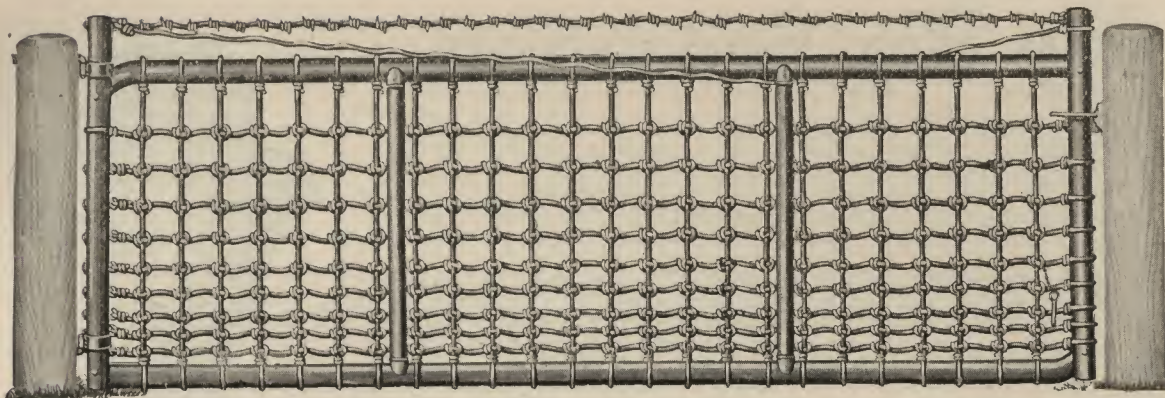
Today I make you the same offer. If it be difficult for me to convince you of your need for this splendid gate now—it will be only because I am a better manufacturer than I am a salesman. Your first order may be hard for me to get—but after that I guarantee that you'll never be satisfied until you have replaced every board gate with the Brown Self-Raising Gate.

**One Farmer said, "There's only one thing that's twice as good as a Brown Self-Raising Gate, and that's two of them".**

The Brown Self-Raising Gate raises itself automatically, about a foot and a half off the ground, when the latch is released. It swings freely in that position. You, your wife, your boy or girl

or hired help can easily appreciate the many advantages of this construction. Above snow and ice or stones, hummocks and uneven ground, this Brown Gate raises itself and swings with the





*Brown Self-Raising Gate in closed or lowered position*

touch of a finger. No back breaking lifting, pulling and tugging, a task that's hard enough for the men folk and next to impossible for the women and children.

You can raise this gate—hook it up—and let small stock go from side to side at will, while keeping the larger stock on the side you want them. You can thus allow the hogs or pigs and sheep and poultry have free run of both fields, or both feed lots, while the horses and cattle stay where they belong.

## The Splendid Material

The frame is made of high carbon steel tubing, about two inches thick, and almost twice as strong and heavy as is used in ordinary gates. The wire is all big, extra heavy No. 9, galvanized by the famous Brown "Double Process".

In galvanizing the frame, we have gone one step farther than anything heretofore attempted by any manufacturer. We allow it to remain in the galvanizing mixture just three times as long as ordinary gates. They have a triple galvanized coating, and resist the rust producing elements more perfectly than any other gate ever made.

The cross wires are only six inches apart. Strong diagonal rods brace the frame firmly. The self-raising device will not weaken as the gate gets old. It will last as long as the gate itself. It is secure when closed. The gate is held fast by the latch, which prevents the self-raising device from acting, until released. The gate is as solid and firm as a stone wall. Hogs can't root it up—cattle can't push it open—yet the instant you

release it, up goes the gate, and it swings free and clear.

When you compare the Brown Self-Raising Gate with others, you only emphasize the many advantages of the Brown. Decide now to replace every wood gate on your farm with Brown Self-Raising Gates.

We recommend this gate to all our customers who want an extra heavy, extra strong and extra durable gate of the self-raising type. It will prove a real money saver in every case.

Width of these gates is actual measurement between posts, we allowing for hinges and latch.

## Note Our Factory Prices

|                                    |        |
|------------------------------------|--------|
| 4½ ft. high x 10 ft. wide—Price... | \$5.80 |
| 4½ ft. high x 12 ft. wide—Price... | 6.30   |
| 4½ ft. high x 14 ft. wide—Price... | 6.85   |
| 4½ ft. high x 15 ft. wide—Price... | 7.40   |

If you want a 5-foot Self-Raising Gate, add 50 cents to the price of our 4½-foot gate.

If you saw this wonderful gate—if you could examine it and test it and prove its durable construction, you'd never think to ask the price. You'd want it at any price. And that's what makes it all the bigger bargain for you to buy. Our prices are low—a good deal lower than you would have to pay for an ordinary gate elsewhere—and much lower than a good board gate would cost if you add the cost of work, repairs, worry and inconvenience to the board gate.

Note our prices. Remember our guarantee of "perfect satisfaction or money back"—and order one or two, or a half dozen of these gates now. You'll never be sorry. You'll always remember me for having sold you what you'll say is the greatest gate you ever saw.

**NOTE:**—The self-raising gates come to you in the raised position, and may appear out of true until they have been hung on the posts and forced down to the proper latched position, in which position they will NOT remain, except when the latch is fastened.



# My Big Sensation

**I**N ALL the annals of fence and gate manufacturing nothing that even approaches this great achievement has ever been presented to the farmers of America.

It gives me unbounded pleasure to be able to bring before you the grandest and best gate proposition you ever dreamed of. As a matter of fact, it is something that even I, in my wildest flights of imagination, never thought would ever be successfully accomplished.

## A Triple Galvanized Gate

While, of course, my friends and customers were well satisfied with my regular gates, still I felt that I was offering no better gate than could be obtained elsewhere. And while my low prices made it worth while for them to purchase from me, I knew that something more had to be done—that it was necessary for us to go way beyond the others on **quality**.

So we conceived the idea of **triple galvanizing the frame of every Brown Gate**. Think of it—**three times as much galvanizing as you'll find on most every other gate on the market**. Is it any wonder that my customers spread the good news; is it any wonder that our gate sales increased 50 per cent the first year—75 per cent the second year—100 per cent the third year, and the outlook for 1916 still brighter.

Here is the story. Read it carefully—and draw your own conclusions. Then I want to send you at least one of these gates—and I'll depend on it

to make you want more of them.—First, I purchased every different make of gate then being manufactured. I noticed their good



## AT LAST!-A TRIPLE GALVANIZED GATE





points and bad points. With the quality of wire that we were manufacturing all that was necessary was for me to perfect a frame that would last. It was there that all other seemed to be weak. And it was there that I knew we could surpass them.

For many years I experimented with different materials—gas pipe, steel pipe, every form of tee and angle steel. One after another I discarded them all.

Finally I decided that nothing would suit except a very special grade of high carbon steel tubing.

That is what we are using today—after the most careful testing and experimenting.

But we found that the high carbon steel tubing did not seem to take the galvanizing as perfectly as the fence wire did, so I tried hundreds of experiments in order to perfect a special mixture of zinc that would actually make the galvanizing a part of the tubing itself.

At last this perfect galvanizing material

was produced. But instead of placing these gates on the market at once, I decided to make thorough tests.

The result of these tests proved to me what I was almost sure of—that the Brown Triple Galvanized Gate was far superior to any other gate on the market.

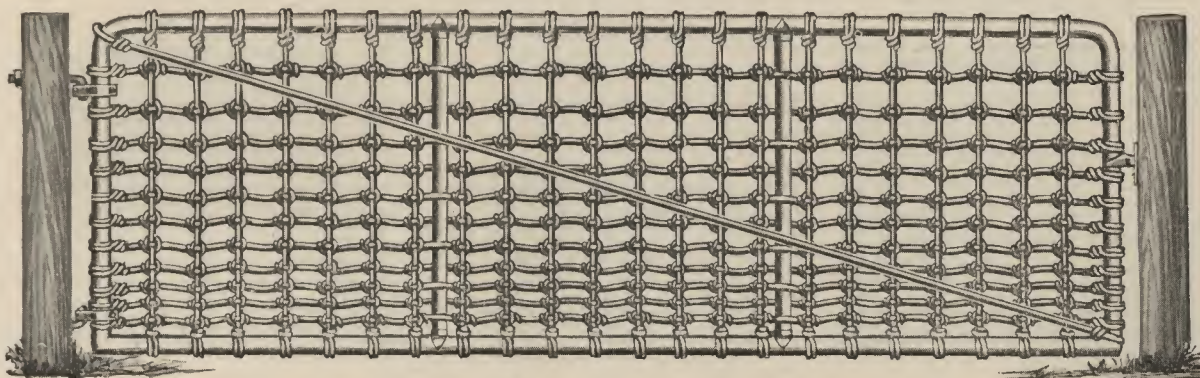
The wire was perfect, the frame was perfect, my designs were perfect.

With 33 'years' of experience behind us, there is no question in our minds but that we are producing the very best gates made.

We ask you to judge the cost of this gate by the years of service you get out of it. We ask you to judge it from every angle, beauty of design, strength of material, and thoroughness of galvanizing. We leave it to your judgment.

*All large single gates, 10 feet and under, contain a diagonal brace and one upright supporting brace—12 feet and over contain a diagonal brace and two upright supporting braces.*

## Style "L" Drive Gate, All No. 9 Filling



**I**F you desire an exceptionally strong gate, one that will hold the most unruly bull easily, this new Style "L" Drive Gate was made especially to meet your requirements. Not only is it beautiful, neat and trim in appearance, but it is made of materials that will withstand the hardest strains to which any gate can be put.

The frame is extra heavy, high carbon steel tubing, triple galvanized, brazed at the joints, making the frame practically one piece. The filling is all No. 9 wire, the same as we use in our regular No. 9 fences. The cross bars are 6 inches apart with 3-inch space between line wires at bottom.

This gate, like all other styles, is strongly braced and comes completely equipped with latch and hinges, ready to hang.

### Price of Style "L" Drive Gates

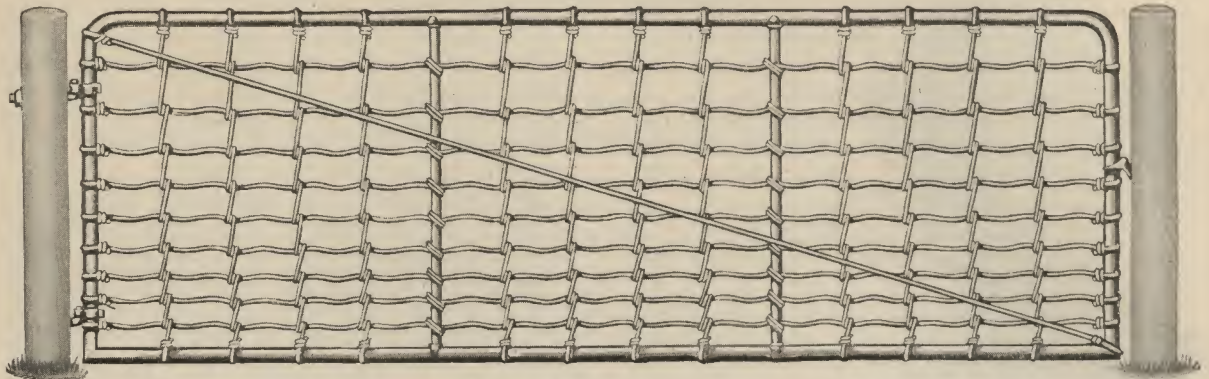
|                                      |        |
|--------------------------------------|--------|
| 48 in. high x 10 ft. wide—Price..... | \$3.75 |
| 48 in. high x 12 ft. wide—Price..... | 4.15   |
| 48 in. high x 14 ft. wide—Price..... | 4.60   |
| 48 in. high x 16 ft. wide—Price..... | 5.15   |
| 58 in. high x 10 ft. wide—Price..... | \$4.15 |
| 58 in. high x 12 ft. wide—Price..... | 4.60   |
| 58 in. high x 14 ft. wide—Price..... | 4.90   |
| 58 in. high x 16 ft. wide—Price..... | 5.35   |

Width of gates is actual measurement between posts, we allowing for latches and hinges

**SPECIAL NOTE:** All Brown Gates are regularly equipped with hinges and latches for wood posts, but where desired we can supply hangers for Steel Posts in any size from 1½ inches to 4 inches outside diameter. When ordering gates with fittings to be hung to Steel Posts, always give OUTSIDE DIAMETER of posts. Cost of these special Steel Post fittings is 25 cents extra for single gates and 50 cents extra for double gates. We make the strongest and most durable Steel Post in the market. See pages 63, 64 and 65 of this catalogue.



## Style "B" Drive Gate



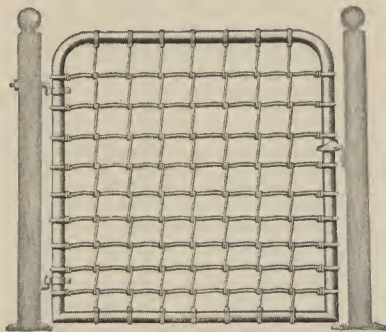
### Price of Style "B" Drive Gates

|                                       |        |
|---------------------------------------|--------|
| 4 or 4½ feet high x 6 feet wide.....  | \$2.75 |
| 4 or 4½ feet high x 8 feet wide.....  | 3.05   |
| 4 or 4½ feet high x 10 feet wide..... | 3.35   |
| 4 or 4½ feet high x 12 feet wide..... | 3.85   |
| 4 or 4½ feet high x 14 feet wide..... | 4.35   |
| 4 or 4½ feet high x 16 feet wide..... | 4.85   |

Width of these gates is actual measurement between posts, we allow-  
ing for latches and hinges.

The above gate is style "B"  
—our standard farm gate, de-  
signed for general farm use.  
It is made of high carbon steel  
tubing and strongly braced  
with upright and diagonal  
braces. The filler is No. 9  
gauge strand wires and No. 12  
uprights. Every part of the  
gate, including the hinges and  
latch, is heavily galvanized.

### Style B Walk Gate



### Price of Style "B" Walk Gates

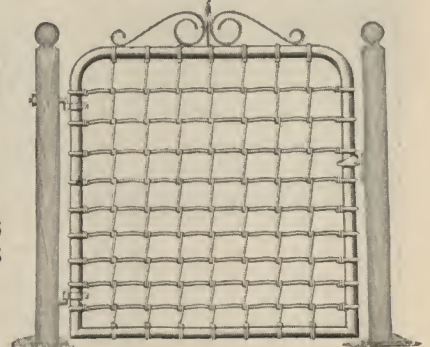
|                                 |        |
|---------------------------------|--------|
| 3½ or 4 ft. high x 3½ ft. wide  | \$1.75 |
| 4 or 4½ ft. high x 4 ft. wide.. | 1.95   |

### Price of Style "BB" Walk Gates

|                                 |        |
|---------------------------------|--------|
| 3½ or 4 ft. high x 3½ ft. wide  | \$2.25 |
| 4 or 4½ ft. high x 4 ft. wide.. | 2.45   |

Prices include hinges and latch.

### Style BB Walk Gate



## The Brown Galvanized Steel Fence Post

**F**OR some time we have been aware of a constantly growing demand for a good, substantial, and durable, as well as practical Steel Fence Post and one which could be sold to the farmer at a reasonable price. While various kinds of metal posts have been on the market, yet the fact remains most of them have either been too light in weight to be practical or too high in price to be economical.

Our idea of an ideal metal post was: First, a post combining greatest strength and durability—in fact, a post that would last a lifetime with nothing to wear out or get out of order.

Second, a post of practical design and capable of receiving any style or make of fence without the use of staples or tie wires.

Third, a post that could be driven in ordi-

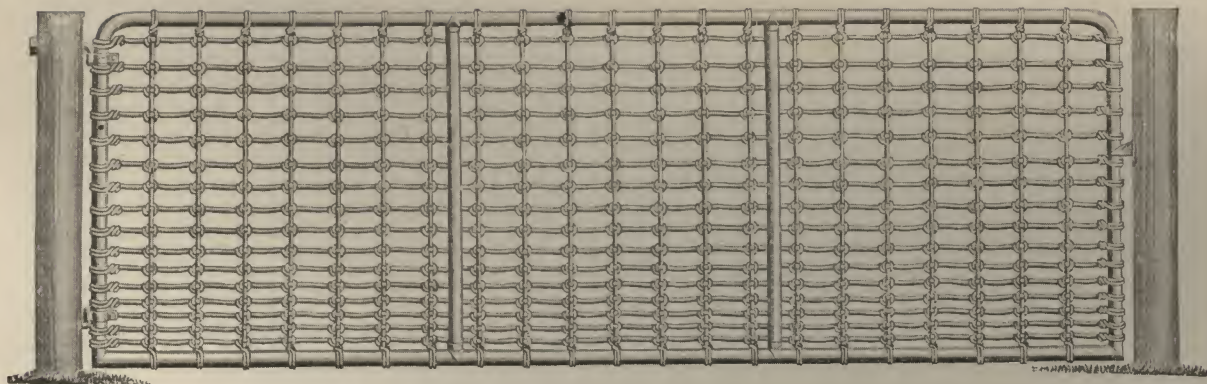
nary soil.

Fourth, a post combining all these very necessary features and at the same time one that could be sold to the farmer at a reasonable low price.

Our ideas and hopes for such a post have at last been fully realized and we now offer to our customers and friends a metal post combining all these features and many more, believing it to be without a doubt the best all around practical steel post to be had today and at prices which are reasonable and within the reach of every fence and post buyer.

Pages 63, 64 and 65 of this catalog fully describe and illustrate these posts. We also quote on these pages lowest freight prepaid prices. If interested in steel fence posts, it will pay you to refer to these pages.





## Style "K" Triple Galvanized General Purpose Farm Gate

**H**ERE is a gate designed to match up with any of our heavy poultry fences. It is made in sizes to meet every requirement. If you want uniform beauty—poultry fence and gates of the same trim design throughout your poultry yard, you can do no better than to purchase these close-mesh Poultry Gates. Or they can be

used as regular standard bull-proof drive or walk farm gates. The frames are made of high carbon steel tubing, 1¼-inch outside diameter (1-inch in small sizes) in one continuous piece. All the joints are brazed—a method of joining or welding which makes the frame absolutely rigid and watertight, so that moisture cannot rust it.

The filling is all No. 12 Poultry Fence, with cross bars, 6 in. apart. This filling is carefully stretched into the frames with ends securely wrapped and tied. It is impossible for even the smallest chick to get through, as there are four 1½ in. spaces at the bottom.

### Look at These Factory Prices

Please remember, we pay freight on 5 or more gates—or on any quantity, when ordered with 40 rods or more of Brown Fence.

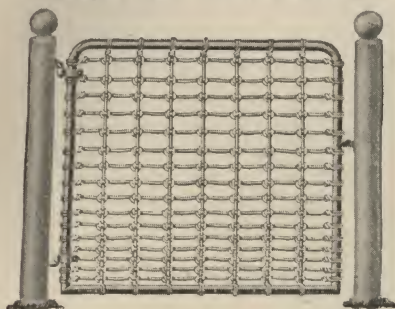
|                               |        |                               |        |
|-------------------------------|--------|-------------------------------|--------|
| 4 ft. high x 6 ft. wide.....  | \$3.35 | 5 ft. high x 6 ft. wide.....  | \$3.60 |
| 4 ft. high x 8 ft. wide.....  | 3.70   | 5 ft. high x 8 ft. wide.....  | 3.95   |
| 4 ft. high x 10 ft. wide..... | 4.05   | 5 ft. high x 10 ft. wide..... | 4.30   |
| 4 ft. high x 12 ft. wide..... | 4.55   | 5 ft. high x 12 ft. wide..... | 4.80   |
| 4 ft. high x 14 ft. wide..... | 5.05   | 5 ft. high x 14 ft. wide..... | 5.30   |

Width of gates is actual measurement between posts, we allowing for latches and hinges.

Every part heavily galvanized — frames, fittings and filling—absolutely rust-proof.

Furnished complete with latch and hinges, ready to hang. Note sizes and prices on this page.

#### Style "K" Walk Gate



#### Price of Style "K" Walk Gates

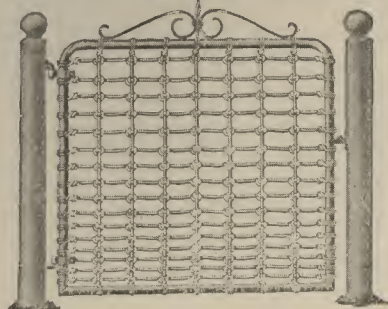
|                               |        |
|-------------------------------|--------|
| 4 ft. high x 3½ ft. wide..... | \$2.20 |
| 4 ft. high x 4 ft. wide.....  | 2.35   |
| 5 ft. high x 4 ft. wide.....  | 2.45   |

#### Price of Style "KK" Walk Gates

|                               |        |
|-------------------------------|--------|
| 4 ft. high x 3½ ft. wide..... | \$2.70 |
| 4 ft. high x 4 ft. wide.....  | 2.85   |
| 5 ft. high x 4 ft. wide.....  | 2.95   |

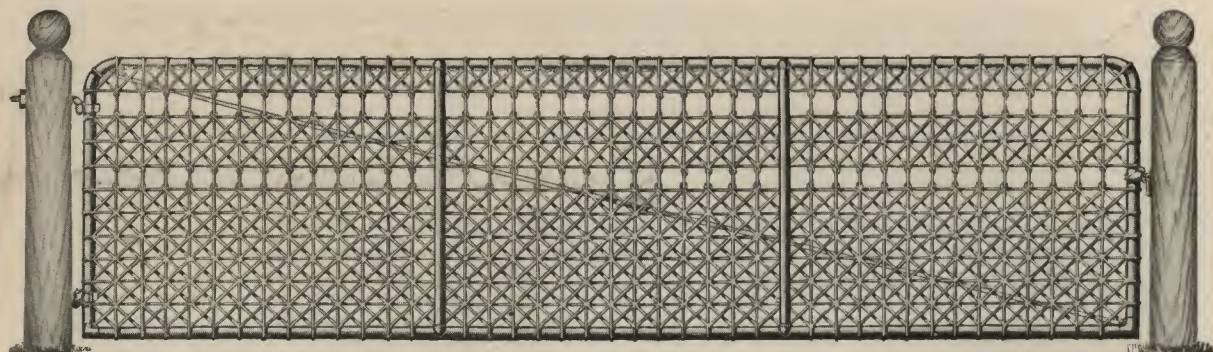
Prices include hinges and latch.

#### Style "KK" Walk Gate



**SPECIAL NOTE:** All Brown Gates are regularly equipped with hinges and latches for wood posts, but where desired we can supply hangers for Steel Posts in any size from 1½ inches to 4 inches outside diameter. When ordering gates with fittings to be hung to Steel Posts, always give **OUTSIDE DIAMETER** of posts. Cost of these special Steel Post fittings is 25 cents extra for single gates and 50 cents extra for double gates. We make the strongest and most durable Steel Post in the market. See pages 63, 64 and 65 of this catalogue.





## Style "C" Triple galvanized gate for service and ornament. Read This.

**T**HIS gate is built especially for the farmer who wants to combine a more ornamental design with the same service and durability which can be obtained in any of the Brown Triple Galvanized Gates. The filling is extra close diamond mesh, and the bottom is square. You will note the

upright braces, which make this gate strong.

Any farmer who has this gate can honestly say it beats his neighbor's, even if his neighbor paid 20 per cent more than our price at a dealer's.

Our guarantee to refund your money applies to this gate as well as to our others.

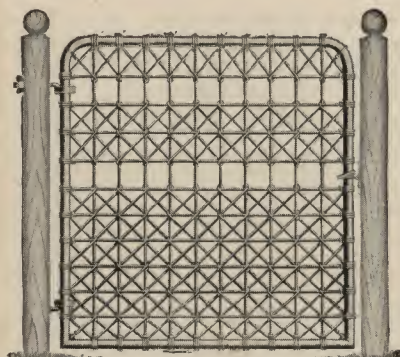
### No Such Low Prices Anywhere Else!

Remember we pay the freight on five gates or more, if ordered alone, or on even one gate, if ordered with 40 rods of fencing.

|                                       |        |
|---------------------------------------|--------|
| 4 or 4½ feet high x 6 feet wide.....  | \$3.85 |
| 4 or 4½ feet high x 8 feet wide.....  | 4.20   |
| 4 or 4½ feet high x 10 feet wide..... | 4.55   |
| 4 or 4½ feet high x 12 feet wide..... | 5.05   |
| 4 or 4½ feet high x 14 feet wide..... | 5.55   |

Prices include Hinges and Latch. Width of these gates is actual measurement between posts, we allowing for latch and hinges.

#### Style "C" Walk Gate



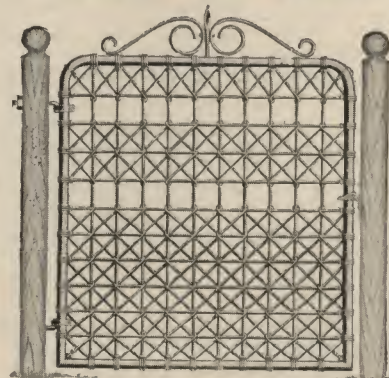
#### Style "C" Walk Gates

|                                      |        |
|--------------------------------------|--------|
| 3½ or 4 ft. high x 3½ ft. wide ..... | \$2.75 |
| 4 or 4½ ft. high x 4 ft. wide .....  | 2.95   |
| 5 ft. high x 4 ft. wide....          | 3.05   |

#### Style "CC" Walk Gates

|                                      |        |
|--------------------------------------|--------|
| 3½ or 4 ft. high x 3½ ft. wide ..... | \$3.25 |
| 4 or 4½ ft. high x 4 ft. wide .....  | 3.45   |
| 5 ft. high x 4 ft. wide....          | 3.55   |

#### Style "CC" Walk Gate



**SPECIAL NOTE:** All Brown Gates are regularly equipped with hinges and latches for wood posts, but where desired we can supply hangers for Steel Posts in any size from 1½ inches to 4 inches outside diameter. When ordering gates with fittings to be hung to Steel Posts, always give OUTSIDE DIAMETER of posts. Cost of these special Steel Post fittings is 25 cents extra for single gates and 50 cents extra for double gates. We make the strongest and most durable Steel Post in the market. See pages 63, 64 and 65 of this catalogue.



# Important! Read This HOW TO ORDER

**P**LEASE do not write your order for fence in the middle of a long letter. Letters go to the manager for personal attention, while orders go directly to the shipping department in order to avoid delay. Write your order on a separate sheet of paper, and be sure to give the Catalogue number of the fence you want. This is important.

We do not try to fool you with any so-called "30 days' trial" offer. What could you tell about a fence in a single month? Don't buy a fence that has so poor a reputation that you have to give it that sort of a test. We give you the Brown Guarantee—as good as a Government Bond.

We do not demand full cash with order, although most of our customers pay in that way. If your order amounts to more than \$10.00, you may send one-fourth ( $\frac{1}{4}$ ) of the amount of the order cash with order, and we will ship goods balance C. O. D. through your nearest bank or express office for collection. After paying balance of bill to the bank or express agent, you will receive the bill-of-lading and the freight agent will deliver the shipment to you.

Our only object in requiring you to send an advance cash deposit is to protect us against a class of people who might order out of curiosity with no idea of accepting and paying for the goods when received, thus putting us to unnecessary expense for freight charges, which we pay in advance, teaming, handling, etc., which our low selling price will not warrant.

On orders for amounts of \$10.00 or less, we require cash in full with order. Or where there is no agent at railroad station or boat landing, we require full amount of cash with order.

## Special Notice

At prices given in the catalogue we pay the freight on 40 rods or more, delivered to your nearest **Steam Railroad Station**. Should you be **located on a boat landing**, add 1 cent per rod on fencing and 10 cents per spool on barb wire to catalogue prices and we will deliver, all freight charges fully paid by us, to such landing. You must, however, send full amount of remittance with your order, because C. O. D. shipments cannot be sent to boat landings.

When shipment is ordered to a boat landing, please be sure to give full name of **boat line** operating to your landing.

Make all remittances by Bank Draft, Express or Postal Money Order or Registered Letter payable to

**The Brown Fence & Wire Co.**  
CLEVELAND, OHIO



## My Final Word!

**I**N THIS catalogue, I have placed before you the most complete line of Fences and Gates ever shown between the covers of any one book. It represents more styles than can be found in 25 average stores. It quotes prices that no one else can touch.

I leave the entire matter to your own good judgement with the full knowledge that you know and understand real values when they are presented to you.

*Jim Brown*

President.



## OUR FACILITIES FOR QUICK SHIPMENT FREIGHT PREPAID

No fence company has anywhere near our facilities for prompt shipment of all orders.

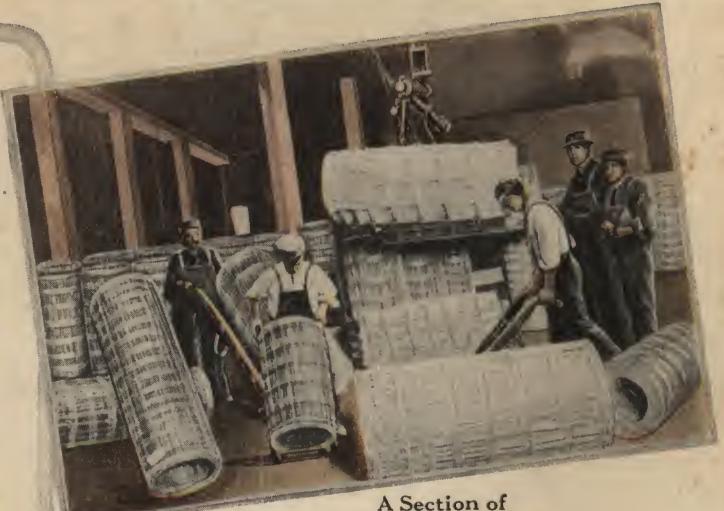
First of all, we carry a complete stock of our fences, gates and steel posts always on hand, ready to be loaded.

Freight cars pull right up to our private platform, are quickly loaded and away they go.

There are 13 railroads coming in and going out of Cleveland, and 6 freight boat lines. In addition to these facilities we have warehouses in different parts of the country and if one of our warehouses is closer to you than Cleveland, we ship from the warehouse to save time.

Rest assured that your order will be filled promptly and shipped quickly, freight prepaid on 40 rods or more.

And always keep in mind that you can do business direct with us through Uncle Sam's mail at cost of only a 2 cent stamp and save the dealer's profit.



A Section of  
Our Shipping Room



One of Our Loading Platforms



Sending out The Brown Fence & Wire Co's Mail





# The Brown Fence & Wire Co.

DIRECT FROM  
FACTORY

MANUFACTURERS OF

WIRE FENCING  
STEEL GATES COILED SPRING WIRE  
FENCE BUILDERS SUPPLIES

DAILY CAPACITY  
32,000 RODS

WE PAY THE  
FREIGHT

JUNIATA AVENUE NEAR ADDISON ROAD  
CLEVELAND, O.

My dear sir:-

My new catalogs have just been received from the printers. I am sending you a copy because I know that this beautiful book will appeal to you. It is by far the largest fence catalog printed, illustrates and describes over 150 styles of fence and gates for every purpose - steel posts too - and quotes direct from factory prices that save you 15 to 25% cash.

Some day you will need fencing, if not right now, and if you will look through this catalog and see the low prices we are making and how much you can save over the cost of other high quality fences, I am sure you will always remember that Brown's catalog is the one to buy from.

I want to impress you with this point:- A fence is only as good as its galvanizing. Brown fence is heavily double galvanized by the exclusive Brown Process and resists rust from 2 to 3 times longer than any other fence on the market, which therefore gives it just that much more durability.

You may wonder how it is possible for me to offer such remarkably high quality fencing at such low prices, yet the answer is simple. We sell only direct from factory, eliminating all middlemen, quoting prices that include only the cost of raw material, labor, plus our one small profit. And because we sell so many rods of fence we can afford, and do take a very small profit on each rod.

Nearly half a million farmers are now my customers. More than 25,000,000 rods of Brown Fence have been bought. Isn't that, by itself, a wonderful testimonial to the quality of Brown Fence, the low prices we offer, and the fair and square service we give to every customer?

If you are not ready for fencing now, won't you kindly keep the catalog until you are ready to buy. If you need fencing now or will need fencing soon and will send your order at once, I will guarantee three things:

- 1st. - I WILL PAY THE FREIGHT ON ALL ORDERS OF 40 RODS OR MORE.
- 2nd. - I WILL SEND YOU A FULL SET OF THE BROWN ADJUSTERS, FREE.
- 3rd. - I WILL SHIP YOUR ORDER IMMEDIATELY.

But read the catalog now, anyway, because there is so much information in it that will interest you. I hope to hear from you shortly, I am,

Yours for fence economy,

THE BROWN FENCE & WIRE CO.,

*James Brown*  
President.

P.S.- Perhaps you will do some friend of yours who needs fence, a big favor by handing him your catalog. If there are any more farmers in your locality who would be glad to get my fence bargain book, send me their names and I will mail them each a copy, free.

J.B.